



TO: All Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: Aqua Plus® Discount Program

Weil-McLain is pleased to announce a new promotional discount program starting November 6, 2014. The program is a discount off-of-invoice program as outlined below.

Program Outline & Requirements

- All Weil-McLain distributors may participate in this program.
- Products covered include:

Indirect-fired Water Heater Models	Part Number
Aqua Plus 35	633-500-000
Aqua Plus 45	633-500-001
Aqua Plus 55	633-500-002
Aqua Plus 85	633-500-003
Aqua Plus 105	633-500-004

- Qualifying orders must meet order minimum as indicated in the chart details below.
- Hold orders or orders requesting any scheduled shipments do not qualify.
- Qualifying orders are new orders and must be for **immediate release**. (Weil-McLain reserves the right to ship orders at their discretion during the program time period.) Any orders or portions of orders that are not for immediate release will **NOT** be eligible for the Aqua Plus Discount Program.
- Orders should be identified with the correct MPA #2014-188.
- Distributor accounts **must be current** at the time of order entry to be included in program.

Details

Weil-McLain's Aqua Plus Discount Program runs from November 6, 2014 through November 21, 2014. During the promotional period, all authorized and participating Weil-McLain Distributors who purchase 10 or more Aqua Plus Indirect-fired Water Heaters on the same purchase order are eligible for a 5% tank discount. Distributors, who also purchase an equivalent amount of boilers (i.e. number of boilers purchased must equal number of tanks purchased) within the same purchase order, will become eligible for an additional 2% tank discount – 7% in total discounts on tanks.

Order Minimum	Qualifying Order Dates	Tank Discount	MPA#
Tanks: 10	November 3, 2014 through November 21, 2014	5%	# 2014-188
Boilers: Number of Tanks Purchased	November 3, 2014 through November 21, 2014	Additional 2% on the tanks only	# 2014-188

For additional information or questions concerning this program, contact your local Weil-McLain Sales Representative or area sales office.