



WEIL-McLAIN®

MARKETING BULLETIN

BULLETIN NO: MB-1505

DATE: May 11, 2015

TO: All Weil-McLain Distributors and Agents
FROM: Lew Klein – Sr. Marketing Communications Manager
SUBJECT: 2015 Pre-Season Boiler Stock-Up Program – For All Weil-McLain Distributors

Weil-McLain is pleased to announce its 2015 Pre-Season Boiler Stock-Up Program. The 2015 program consists of a single overall qualifying order to be eligible for the rebates outlined below. Don't miss out on taking advantage of all the additional rebate options available!

Pre-Season Stock-Up Program Outline & Requirements

- ☐ All Weil-McLain distributors may participate in this program.
- ☐ All rebates will be applied to only the eligible products listed in the chart below.
- ☐ Orders requesting any scheduled shipments beyond July are not eligible for this stock-up rebate.
- ☐ Qualifying orders are new orders and must be for **immediate release**¹. Any orders or portions of orders that are not for immediate release **will be subject to a decreased rebate structure**. See below.
- ☐ Weil-McLain reserves the right to bundle orders into shipments.
- ☐ Qualifying orders must meet minimums as indicated in the chart details below.
- ☐ All order amounts below are based on the invoiced dollar amount at time of order entry.
- ☐ All rebates apply to the invoiced order amount of the eligible products, as found below.
- ☐ Program orders may not be combined with other promotional offers^{2,3}.
- ☐ Distributor accounts **must be current** at the time of order entry to be included in program.
- ☐ Weil-McLain standard shipping and handling rates apply.
- ☐ Orders must be identified with the correct MPA Number in chart below.

Eligible Products

ELIGIBLE PRODUCTS					
RESIDENTIAL BOILERS				COMMERCIAL BOILERS	INDIRECT-FIRED WATER HEATERS
GAS BOILERS	GV90+®	OIL BOILERS	Ultra Oil®	Slimfit 550/750™	Aqua Plus®
	ECO™		WGO™	Model 80™	AquaLogic®
	WM97+®		WTGO™	Model 88™	
	Ultra 80-399™		SGO™	EGH™	
	CGi™			LGB™	
	CGa™				
	CGt™				
	EG™				
	PEG™				

Base Rebate Programs

- ☐ All orders available for immediate release are subject to the Base Rebate Program below.

Order Minimum	Qualifying Order Dates	Rebate	MPA#	Payment Terms	Dating Request
\$50,000	May 13 through June 12, 2015	4%	#2015-253	Standard Terms or Net 60 ⁴	# 1069
\$100,000	May 13 through June 12, 2015	5%	#2015-253	Standard Terms or Net 60 ⁴	# 1069
\$500,000	May 13 through June 12, 2015	6%	#2015-253	Standard Terms or Net 60 ⁴	# 1069

- ☐ All orders requesting scheduled shipments within July are subject to the reduced Base Rebate Program below.

Order Minimum	Qualifying Order Dates	Rebate	MPA#	Payment Terms	Dating Request
\$50,000	May 13 through June 12, 2015	3%	#2015-254	Standard Terms or Net 60 ⁴	# 1069
\$100,000	May 13 through June 12, 2015	4%	#2015-254	Standard Terms or Net 60 ⁴	# 1069
\$500,000	May 13 through June 12, 2015	5%	#2015-254	Standard Terms or Net 60 ⁴	# 1069

* Residential High Efficiency Special

- ☐ If the products identified below make up 25% or more of the overall invoiced dollar value of the order, the respective order will be eligible for an additional **0.5%** rebate to be combined with the respective order's base rebate above.
- ☐ Products covered include:
- GV90+, WM97+, Ultra Residential Series 3, Aqua Logic
- ☐ Identify eligible orders with the following: **MPA 2015-256.**

Weil-McLain will be announcing an average price increase of 2% effective July 1, 2015. Take this opportunity to stock up prior to the increase.

All rebates will be issued in the form of a credit memo within 30-60 days after payment is received. For additional information or questions concerning this program, contact your local Weil-McLain Sales Representative or area sales office.

¹ Weil-McLain reserves the right to ship orders at their discretion during the program time period.

² Weil-McLain reserves the right to exclude order items combined with prior promotional discounting.

³ The Weil-McLain Commercial Stocking Program may be used in conjunction with this program.

⁴ No additional payment discount terms will be made available for this program.