



WEIL-McLAIN®

MARKETING BULLETIN

BULLETIN NO: MB-1514

DATE: August 26, 2015



TO: All Weil-McLain® Distributors, Sales Reps and Agents
SUBJECT: **2015 Pre-Season Boiler and Parts Stock-Up Program**

Get ready to take advantage of our special rebates... it's the Weil-McLain® 2015 Pre-Season Boiler and Parts Stock-Up Program!!

It's not too late to stock up now and take advantage of this once (okay, twice) in a year savings program. And as we plow through Winter towards 2016, you can also secure a stronger slotting position in Weil-McLain's new **Distributor Alliance Program**, which will allow our Distributors the ability to earn enhanced reward opportunities for participating in certain offerings from Weil-McLain.

Distributors will receive detailed information on our Distributor Alliance Program shortly however two of the offerings are contained in this Program:

1. Participation in Promotional Boiler Pre-Seasons
2. Growing your Aftermarket Service Parts Purchases

We are currently in the very early stages of introducing our new Distributor Alliance Program. Contact your local Regional Sales Manager for details.

And your ability to provide localized support for **Genuine Weil-McLain Boilers and Parts** is a great way to improve Contractor Loyalty. Have you heard about Boiler Bucks™? Again, contact your RSM for the details or go to www.wmboilerbucks.com and sign your loyal contractors up!

The 2015 Pre-Season **Boiler** Stock-Up Program consists of a single overall qualifying order to be eligible for the rebates outlined below:

Eligible Products

BASE REBATE ELIGIBLE PRODUCTS:

RESIDENTIAL BOILERS				COMMERCIAL BOILERS	INDIRECT-FIRED WATER HEATERS
GAS BOILERS	Cgi™	OIL BOILERS	Ultra Oil®	Model 80™	Aqua Plus®
	Cga™		WGO™	Model 88™	AquaLogic®
	CGI™		WTGO™	SlimFit™ 550/750†	
	EG™		SGO™		

ORDER MINIMUM		QUALIFYING ORDER DATES	MPA #	REBATE	PAYMENT TERMS
BASE REBATE	\$50,000	08/26 - 9/11/2015	2015-0334	3%	Standard Terms
	\$100,000	08/26 - 9/11/2015	2015-0334	4%	Standard Terms

RESIDENTIAL HIGH EFFICIENCY SPECIAL:

RESIDENTIAL BOILERS		REBATE	MPA #
RESIDENTIAL GAS BOILERS	GV90+®	5%	2015-0335
	ECO™	3%	2015-0335
	WM97+®	5%	
	Ultra 80-399™	10%	

*Products offered in Residential High Efficiency special qualify only for the discount above.
To qualify for residential high efficiency rebate, order minimum for all boilers and tanks is \$50,000.
This discount is not in addition to the Base Rebate discount

Base Rebate Programs

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

Evergreen™ boiler purchases will count towards reaching the dollar threshold but **will not** receive any discounts. Separate Evergreen promotion expires at end of August.

Purchases for Service Parts **do not** count towards minimum order requirements for the Base Rebate Program above.

Keep reading for information on our Parts Stock Up Plan!



Have you heard about **AMP**? Weil-McLain's new **After Market Performance** parts program. The elements of AMP will include:

- **2015 Parts Stock Up Plan (Details below)**
- New mobile online parts locator (launching soon)
- Dedicated aftermarket parts inventory support
- Aftermarket Parts Growth Incentives (part of Distributor Alliance Program)
- Incremental % Discount
- Annual Stock Rebalance
- Complimentary Parts Catalogs

Please see the charts below for information on **Weil-McLain Parts** rebates:

ORDER MINIMUM	QUALIFYING ORDER DATES	REBATE
\$5,000	08/26 - 9/11/2015	3%
\$20,000	08/26 - 9/11/2015	5%
\$50,000	08/26 - 9/11/2015	7%

Please use MPA 2015-336 on parts orders. Click [here](#) for a list of approved Stock-Up Service Parts!

2015 Pre-Season Boiler and Parts Stock-Up Program Outline & Requirements

- Rebates will be issued in the form of a credit memo by November 30, 2015.
- All Weil-McLain distributors may participate in this program.
- Products covered include Weil-McLain boilers identified below as well Service Parts found on attached Promotional Parts List.
- List pricing for these items is listed in Weil-McLain Service Parts Trade Price Schedule TPS #54P.
- Qualifying orders must meet minimums as indicated in the chart details above.
- Orders that are NOT ELIGIBLE for this program include:
 - Any Orders for Boilers or other products not listed.
 - Hold orders or orders requesting any scheduled shipments
- 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 **NOT** be eligible for any discounts or terms.

- Program orders may not be combined with other promotional offers ^{2 3}
- Orders should be identified with the correct MPA Request Numbers.
- Distributor accounts must be current at the time of order entry to be included in program.

¹Weil-McLain reserves the right to ship orders at their discretion, within a reasonable timeframe after receipt of the order. SlimFit 550/750 product will ship after 9/14/15 in conjunction with a separate product upgrade announcement.

²Weil-McLain reserves the right to exclude orders that attempt to combine this program with prior promotional discounts.

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