



February 25, 2015

To our valued distributors,

ECR International is pleased to offer our 2015 Preseason Program which allows our distributors to purchase multiple product brands and leverage your buying power. The Preseason Program is valid for orders placed with ECR no earlier than March 2nd and no later than March 27th, 2015.

In conjunction with this year's Preseason Program we are announcing reduced pricing on our SSC, VLT, UB 90-100 and Q 90-100 condensing boilers. The accompanying condensing boiler price sheets detail the new positioning of our condensing products. This exciting new strategy will allow our distribution partners to attack the good, better and best segments of the condensing boiler market. Be advised, we will be retiring our Q/UB 90-200 and 95M boilers in June of this year and focus our efforts on our stainless steel products and the repositioned Q and UB 90-100. All other heating product pricing will be reviewed and if changes are needed they will be announced in July for a traditional August effective date.

We will be adding a 399 MBH floor mounted boiler to our stainless steel condensing offering. It is anticipated that we will announce the availability of this product early 3<sup>rd</sup> quarter.

Later this spring we will launch the Olsen UML multi-positional, low profile oil furnace. The UML features a stainless steel and tubular heat exchanger design, is up to 87.5% efficient and will be EnergyStar rated. The UML is a high efficiency alternative for the WML, HML, HTL (at lower firing rates). Please keep the UML in mind when ordering oil furnaces on this pre-season program as there will be an additional buy up opportunity when it is launched.

We appreciate your commitment to ECR products and we look forward to continuing our mutually beneficial relationship.

Very best regards,



David Walsh  
Director of Sales  
ECR International

Distributors buying on the Preseason Program can earn free equipment and/or extended billing terms based upon the total volume of purchases. The preseason program is split into two (2) sections; Combined Brand and Equipment orders for boilers, tanks, furnaces and Air Conditioning products and a separate program for ARGO Controls only orders.



**1. COMBINED HEATING EQUIPMENT INCENTIVE:**

Combined Order Amount	Shipped By	Standard Free Goods in Equipment Earned	* Additional Free Goods - Qualify by Ordering Minimum Quantity of SSC/VLT. If lesser amount is ordered the Standard Free Goods tier applies	Early Order Bonus ½% Additional Free Goods Submit Order by Close of Business	Payment Terms
\$40,000 - \$49,999	Per Current Lead Time	\$400	6 = .5 %	March 13, 2015	2% 90 Net 91
\$50,000 - \$99,999	Per Current Lead Time	2%	8 = .75%	March 13, 2015	2% 90 Net 91
\$100,000 - \$149,999	1 <sup>st</sup> Half per Lead Time 2 <sup>nd</sup> Half by May 22	3%	18 = 1%	March 13, 2015	2% 90 Net 91 (on each invoice)
\$150,000 - \$249,999	1 <sup>st</sup> 1/3 per Lead Time 2 <sup>nd</sup> 1/3 by May 22 Last 1/3 by June 24	3.75%	24 = 1.25%	March 13, 2015	2% 90 Net 91 (on each invoice)
\$250,000+	1/5 per Lead Time 1/5 by May 22 1/5 by June 24 1/5 by July 23 Last by August 22	4.5%	30 per each \$250,000 increment = 1.5%	March 13, 2015	2% 90 Net 91 (on each invoice)

**\*Bonus Free Goods percentage will be applied to all qualifying products on purchase order**

**Purchase Order Requirements:**

- The Preseason Program is valid for orders placed with ECR no earlier than **March 2nd** and no later than **March 27th, 2015**.
- All Scheduled ship dates will be strictly enforced and any changes could result in the cancelation of the free goods incentive. If warehouse space restrictions exist, speak to your ECR Regional Sales Manager about Bill & Hold options.
- Early Order Bonus – to earn the extra 1/2 % in free goods each order, no matter of release date, must be received by close of business **March 13, 2015** No Exceptions Will Be Allowed.
- Special Quotes or other programs do not qualify for the Preseason Program.
- Equipment for multiple releases must be on separate purchase orders and include the shipment dates within the time allotment for each order per the schedule above when placing the order.
- Free Equipment cannot be counted towards achieving a preseason order amount level.
- Distributor must place all orders at the same time to qualify for any incentive level. Free goods must be specified and shipped on the last release and within the time schedule above or be forfeited.
- Distributor shall specify models of Free Goods, up to the value specified for each incentive level. If the Free Good requested exceeds the Free Goods Allowance earned the difference will be charged to the distributor. Free goods will only be shipped with the last purchase order release.

**Combined Heating Equipment Preseason Terms**

- The Preseason Program is valid for orders received by ECR no earlier than March 2, and no later than March 27, 2015.
- Freight is prepaid on all qualified orders to a single destination (in lieu of any freight allowance). ECR will coordinate product shipment points as needed to support manufacturing schedules.
- Credit rating must be in good standing. All orders are subject to credit approval.
- Discount dates will be strictly enforced.

Note: All brands are not available in all markets. Please contact your ECR Regional Sales Manager regarding the availability of brands other than those you are currently purchasing from ECR.



**2. ARGO CONTROLS INCENTIVE**

Preseason Order Amount	\$2,500+	\$5,000+	\$10,000+	\$20,000+
Ship Dates	Per Current Lead Time	1 <sup>ST</sup> Half per Lead Time 2 <sup>nd</sup> Half by May 22	1 <sup>ST</sup> Half per Lead Time 2 <sup>nd</sup> Half by May 22 Last 1/3 June 24	1 <sup>ST</sup> Half per Lead Time 2 <sup>nd</sup> Half by May 22 3rd ¼ by June 24 Last ¼ by July 23
Payment Terms for Each Release	2% 90 Net 91	2% 90 Net 91	2% 90 Net 91	2% 90 Net 91
Free Goods	(3) AR822II	(6) AR822II	(14) AR822II	(30) AR822II

**Purchase Order Requirements:**

1. Distributor must place all orders at the same time to qualify for any incentive level. Free goods must be specified and shipped on the last release and within the time schedule above or be forfeited.
2. Free Equipment cannot be counted towards achieving a preseason order amount level.
3. Freight: F.O.B. Utica, NY – Cost of Ground Freight Included.

*Argo Brand purchases can be counted towards the heating equipment incentive levels (part 1) but will follow the terms of Part 1, (i.e. free product and terms). Argo products added to heating equipment incentive will not receive the terms specified above as a stand-alone program.*

**Preseason Terms:**

1. The Preseason Program is valid for orders received by ECR no earlier than **March 2nd, and no later than March 27, 2015.**
2. Scheduled ship dates will be strictly enforced and any changes could result in the cancellation of the scheduled release.
3. Freight is prepaid on all qualified orders to a single destination (in lieu of any freight allowance). ECR will coordinate product shipment points as needed to support manufacturing schedules.
4. Credit rating must be in good standing. All orders are subject to credit approval.
5. Cash discount dates will be strictly enforced.