



ECR international
EST. 1928

A Family of Heating & Cooling Brands.

2201 Dwyer Avenue | Utica, NY 13501

P: 315.797.1310 | F: 315.797.3762

ECRinternational.com

Preseason Buy Up Program

ecrorderentry@ecrinternational.com

FAX 315-724-9319

April 24, 2017

Dear Valued Pennco Distributor,

ECR is pleased to announce our 2017 Preseason Buy Up Program. Qualifying orders must be placed with ECR no earlier than May 1 and no later than May 26. The program also offers an early-bird incentive for orders received by May 12. For participating distributors, other ECR products may be ordered under this program and enjoy the favorable shipping and payment terms.

In conjunction with this year's Preseason Program we are announcing several new products and product enhancements.

PENNCO

- The Pennco **15B** will now feature a factory installed and wired Low Water Cut Off. The 15B will feature new aesthetics. New SKUs can be found in the Pennco Trade Price addendums. There will be a 2% price increase for the 15B product. All other Pennco models remain unchanged. Older models of the 15B are available at current pricing, while supplies last.

Please take advantage of this preseason program as we will be having a normal price increase that will go into effect in August. Information will be sent to you in July regarding the August price increase.

Very best regards,

David Walsh
Director of Sales - ECR International

Airco

Argo

Dunkirk

EMI

Olsen

PENNCO

RETROAIRE

**UTICA
BOILERS**



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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	Early Order Bonus Additional ½% Free Goods Submit Order by Close of Business	Shipping & Payment Terms
\$40,000 - \$49,999	Per Current Lead Time	\$400	May 12, 2017	FFA 2% 90 Net 91
\$50,000 - \$99,999	Per Current Lead Time	2%	May 12, 2017	FFA 2% 90 Net 91
\$100,000 - \$149,999	1 st Half per Lead Time 2 nd Half by June 23	3%	May 12, 2017	FFA 2% 90 Net 91 (on each invoice)
\$150,000 - \$249,999	1 st 1/3 per Lead Time 2 nd 1/3 by June 23 Last 1/3 by July 21	3.75%	May 12, 2017	FFA 2% 90 Net 91 (on each invoice)
\$250,000+	1/5 per Lead Time 1/5 by June 23 1/5 by July 21 1/5 by August 18 1/5 Last September 22	4.5%	May 12, 2017	FFA 2% 90 Net 91 (on each invoice)

**FAX ALL ORDERS TO 1-315-724-9319 or email to ecrorderentry@ecrinternational.com
REFERENCE UP17 ON ALL PRESEASON PURCHASE ORDERS**





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Purchase Order Requirements:

1. The Preseason Program is valid for orders placed with ECR no earlier than **May 1** and **no later than May 26, 2017**.
2. 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.
3. Early Order Bonus – to earn the extra percentage amount in free goods each order, no matter of release date, must be received by close of business **May 12, 2017** No Exceptions Will Be Allowed.
4. Special Quotes or other programs do not qualify for the Preseason Program.
5. Equipment for multiple releases must be on separate purchase orders of equal value and include the shipment dates within the time allotment for each order per the schedule above when placing the order.
6. Free Equipment cannot be counted towards achieving a preseason order amount level.
7. 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.
8. 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

1. The Preseason Program is valid for orders received by ECR no earlier than May 1 and no later than May 26, 2017.
2. 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.
3. Credit rating must be in good standing. All orders are subject to credit approval.
4. 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.

Airco

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2. ARGO CONTROLS INCENTIVE

Preseason Order Amount	\$2,500+	\$5,000+	\$10,000+	\$20,000+
Ship Dates	Per Current Lead Time	1 ST Half per Lead Time 2 nd Half by June 23	1 ST 1/3 per Lead Time 2 nd 1/3 by June 23 Last 1/3 July 21	1 ST 1/4 per Lead Time 2 nd 1/4 by June 23 3 rd 1/4 by July 21 Last 1/4 by August 18
Payment Terms for Each Release	2% 30 Net 45	2% 30 Net 45	2% 30 Net 45	2% 30 Net 45
Free Goods	(3) AR822II	(6) AR822II	(14) AR822II	(30) AR822II

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REFERENCE UP17 ON ALL PRESEASON PURCHASE ORDERS**

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 **May 1, 2017, and no later than May 26, 2017.**
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.

