



3/19/2018

Dear Branch Manager,

As you might be aware, the 2021 minimum efficiency standard will be 84% for a gas-fired water boiler. Utica Boilers currently offers the CuB series, a cost sensitive copper boiler which meets these requirements and pipes and vents like a traditional cast iron boiler. To increase customer awareness, we have developed a promotional program that offers (2) FREE accessories, a Labor Saver™ Manifold and Floor Base for your customers, at NO CHARGE to you with every CuB purchased for a limited time.

In this box you will find marketing materials to promote this special offer that Utica Boilers is currently running. We ask that you please take a moment to display the materials and make them available to your customers either at the counter or where Utica Boiler products are displayed in your showroom.

**What's Included:**

- **Easel Display** - for your sales counter
- **CuB Magnet** – to be placed directly on the front of our CuB unit or any magnetic surface
- **CuB Literature** – for your showroom

The goal of this program is to have the Labor Saver manifolds and floor bases immediately available at your retail location(s). Manifolds have already shipped based on existing inventory. New orders will ship with the manifolds included. If you did not receive them, please contact customer service: 1-800-325-5479.

**TO ORDER ADDITIONAL FLOOR BASES:**

For a LIMITED TIME Floor Bases will be available at no charge, so take advantage of the special offer! Send a NO CHARGE PO to Customer Service at [orderentry@ecrinternational.com](mailto:orderentry@ecrinternational.com)

CHB 100/130 FLOOR BASE KIT	PN 550003450	RETAIL VALUE \$280	YOUR COST \$0 (UNTIL MAY 31, 2018)
CCB/CHB 150 FLOOR BASE KIT	PN 550003451	RETAIL VALUE \$280	YOUR COST \$0 (UNTIL MAY 31, 2018)

If you would like additional marketing materials to assist in communicating this program please contact the marketing department at the number or email below.

Sincerely,

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