

Co-op & Promotions Guide



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Thermo Pride Co-op Guidelines

We at Thermo Pride believe it is our responsibility to assist our dealers in promoting Thermo Pride products. One way we hope to accomplish this is by issuing co-op credit to our dealers.

Co-op credit is earned each time you purchase from Thermo Pride and is to be used for advertising in your local area. In this packet, co-op guidelines for newspaper, radio, television and yellow pages advertisements, trade show participation, and Thermo Pride signs and other promotional items are given.

Thermo Pride will credit up to 50% (unless otherwise specified) of the cost of qualified items. Co-op credit is earned each time you purchase from Thermo Pride and is accrued up to a total of 2% of your annual purchases. Thermo Pride purchases made this year increase your co-op credit for the following year. For example: If you made \$20,000 in Thermo Pride purchases in 2001, you could receive up to \$400.00 in co-op advertising credit for 2002. Therefore, if you spent \$800.00 on advertising, promotional items, trade show booths, etc. Thermo Pride would credit up to \$400.00 of your \$800.00 cost.

Items qualified for co-op credit include, but are not limited to:

1. Thermo Pride Promotional Items
2. Lighted Signs (up to 100% over a two-year period)
3. Dealer Home Show Booths
4. Television/Print/Radio/Yellow Pages Advertising

To receive the full co-op reimbursement, Thermo Pride competitors' names and/or products may not appear in the advertisement or booth. Other Burnham products (boilers, etc.) and non-competing products are acceptable.

To file your claim for co-op credit, attach "proof of purchase" (explained in detail in each following co-op program write-up) to the paid invoice(s) and submit to:

Thermo Products, LLC
ATTN: Co-op Department
PO Box 217
North Judson, IN 46366

Claims must be submitted to and received by the Co-op Department before November 30th of the current co-op year and Thermo Pride reserves the right to reject any claims we feel do not meet the established co-op guidelines.

Please Note: Co-op advertising credit cannot be carried over from year to year.



Promotional Items

In response to requests from our dealers, a catalog of Thermo Pride premiums has been developed for you to use in the selection of premiums to provide to your customers, employees, or for general advertising distribution.

Premiums can stand alone or work in a media mix. FOR EXAMPLE: Your newspaper and radio ads might suggest calling for a FREE quote and a FREE mug. Targeted direct mail may offer customers & prospects a custom key chain when they call for a FREE quotation.

Premiums are also effective in getting your name in front of your community. They can be handed out at trade shows, home shows and charitable events at a very low per item cost.

Thermo Pride co-op credit for premium items will be issued in accordance with the co-op guidelines on page 1. When submitting for co-op credit, be sure to send the paid invoice(s) for promotional items purchased to ensure credit is issued.

If you have any questions, or would like to receive a Thermo Pride premium catalog, please contact our Customer Service Department at 1-800-348-5130.

Dealer Home Shows

Thermo Pride promotes its products through dealer home shows. We will provide or make available the following to our dealers for home shows:

- Co-op monies up to 50% of the booth rental charges
- Co-op monies up to 50% of the cost of Thermo Pride promotional items
- Product literature and specification sheets
- Cutaway units (as outlined below)
- Display equipment (not a cutaway) available for sale on our regular display terms program—net 90 days (for those dealers whose account is current and terms are approved by the credit department).

To order literature, and/or display equipment, we request you notify Thermo Pride AT LEAST 30 DAYS prior to the show date. This allows the necessary time to have literature and/or equipment ready and delivered for the show. Contact the Customer Service Department at 1-800-348-5130 to place your order.

Be sure to submit the paid invoice(s) for booth rental charges and/or promotional items to receive co-op credit.



Literature & Presentation Folders

The presentation folder is an excellent sales tool to organize material being quoted and presented to a prospective customer. It is our experience that most people will look over material you leave, and our presentation folder helps you present your company and Thermo Pride in a way homeowners will understand. To order presentation folders and/or literature contact the Thermo Pride Customer Service Department at 1-800-348-5130 or your Thermo Pride salesperson.

Presentation folders are available for the following products and recommended contents of each are listed below. You can order the folders and literature separately and make a folder that best suits your needs. As you present the materials to prospective customers, please feel free to add any dealer specific or additional Thermo Pride materials you feel may be beneficial to the homeowner.

Oil Furnace

- Oil Brochure & Specification Sheet
- Unique Feature of Thermo Pride Oil Furnaces
- Oil Efficiency/Cost/Payback Sheet
- Peace of Mind Warranty
- Sample Warranty

Mobile Home (OMC/GMC)

- Mobile Home Brochure & Specification Sheet
- Peace of Mind Warranty
- Sample Warranty

High-Efficiency Sectional Gas Furnace (MHA)

- MHA Brochure & Specification Sheet
- There is more to making a furnace purchase
- Efficiency/Cost/Payback Sheet
- Peace of Mind Warranty
- Sample Warranty

90+% Energy Efficient Gas Furnace (CHB/CCB)

- 90+% Energy Efficient Gas Furnace Brochure & Specification Sheet
- Features and Benefits
- Efficiency/Cost/Payback Sheet
- Peace of Mind Warranty
- Sample Warranty

Octatherm Gas Furnace

- Octatherm Gas Brochure & Specification Sheet
- Gas Efficiency/Cost/Payback Sheet
- Peace of Mind Warranty
- Sample Warranty

Air Conditioning – 10/12 SEER

- Air Conditioning Brochure & Specification Sheet
- SEER Efficiency Ratio
- Sample Warranty

To order Thermo Pride product literature or presentation folders, contact your Thermo Pride salesperson or the Customer Service Department at 1-800-348-5130.



Lighted Outdoor Signs

If interested in a lighted sign, a brochure which includes cabinet and face dimensions is available from your Thermo Pride salesperson or the Thermo Pride Marketing Department. You can choose to order a new sign with one of five mounting styles. If you're looking to replace an existing sign, you can choose to just order the necessary face(s).

For the lighted sign program, special co-op rules apply. Co-op advertising credit will be based on the following guidelines:

Thermo Pride will credit up to 100% of the cost of the lighted sign and shipping costs up to a total of 2% of the dealer purchases for the prior year (1/1-12/31). You will be invoiced by Thermo Pride upon delivery of your sign. However, you have up to a two-year period to earn co-op dollars to pay for the sign.

Please note: If you have enough co-op credit to cover the sign entirely in one year, those co-op dollars will be used. This program is not set up to for 50% payment one year and the remaining 50% the next. The two-year period applies only if you do not have enough co-op dollars in your account when the sign is purchased.

Co-op advertising credit for a lighted outdoor sign cannot be carried beyond the designated two-year period. If you do not have enough co-op dollars to cover the cost of the sign in the given two-year period, you will be responsible for the outstanding balance.

Manufacturers Warranty

The signs are guaranteed for one year from date of shipment. During that time the manufacturer will replace defective parts (except lamps) upon receipt, or furnish parts and labor upon receipt, of the complete sign. The warranty does not include transportation charges to or from the manufacturer.

The electrical apparatus (ballasts, transformers, lamp holders, timing devices) are guaranteed for 60 days from date of shipment. During this initial 60 day period, the cost of necessary repairs will be paid by the manufacturer, provided individual, specific, prior authorization has been secured from the manufacturer, Dualite Inc., in Williamsburg, Ohio. Absolutely no exceptions will be granted in the implementation of this warranty.

For more information on Thermo Pride's lighted sign program, contact your salesperson or the Thermo Pride Marketing Department at (717) 239-7647.

Truck & Window Decals

Add a touch of Thermo Pride to your fleet or store with a truck or window decal. These self-adhesive decals are available FREE to you and are an excellent way to show you promote a quality product. The large truck decal measures 28" x 16" and the small truck decal is 14" x 8 3/4". The window decal measures 13 1/2" x 8" and is printed so it can be read from both inside and outside. Both the truck and window decals have the Thermo Pride logo in black on a white background on the top and the slogan, "Built Tough for Lifetime Comfort" and the Thermo Pride website in white lettering on a mauve background on the bottom.

For more information on these decals, contact your Thermo Pride salesperson or the Customer Service Department at 1-800-348-5130.



4 x 6 Lighted Sign



3 x 6 Lighted Sign



Thermo Pride Banners

A Thermo Pride banner is an excellent promotional tool for dealers.

These banners can be used for display either at a dealer's place of business or in shows. The banner consists of a white satin background and mauve border with the Thermo Pride logo and website in black and lettering in mauve. The banner is approximately 42" x 28" in size with a hidden rod hanger.

To order a FREE Thermo Pride Banner, please contact your salesperson or Thermo Pride's Customer Service Department at 1-800-348-5130.



Thermo Pride Metal Signs

A Thermo Pride metal sign is a very effective and attractive way to advertise. This type of sign is ideal for the dealer who cannot afford the cost or the space of a large expensive custom sign. We are pleased to offer this quality customized metal sign FREE to qualifying dealers.

Our 36" x 24" single-faced white indoor/outdoor signs with black and mauve have rounded corners and a soft embossed Thermo Pride logo. They are set up for customization (maximum of 26 characters including spaces and punctuation) and feature the slogan, "Keeping America Warm."

Contact your Thermo Pride salesman or the Thermo Pride Marketing Department at 717-239-7647 to see if you qualify for this special promotion.



Jobsite Signs

People notice signs whether out of interest or curiosity. You can now grab attention when installing a Thermo Pride furnace or air conditioner by taking advantage of our jobsite sign program.

Our jobsite sign is an 18" x 24" double-faced, black, gray and mauve sign designed for easy placement at the jobsite and is personalized with your company name and phone number (up to 3 lines, 10 characters/line) to aid in attracting potential customers.

Contact your salesperson or the Thermo Pride Marketing Department at 717-239-7647 to see if you qualify for a FREE jobsite sign.



Videos

Thermo Pride has a series of product and consumer videos outlining Thermo Pride system benefits. These videos provide an effective sales tool for dealers to use in the promotion and sale of Thermo Pride equipment.

The comfort solutions videos are available for the following products:

- Oil Heating
- Gas Heating
- 10 SEER AC
- 12 SEER AC

If you have any questions concerning these videos, please contact Customer Service at 1-800-348-5130.

Thermo Pride Cutaway Units

What better way to promote Thermo Pride furnaces than showing a cutaway furnace at trade shows, home shows and county fairs. The interested homeowner can “kick the tires” as the saying goes. Actually seeing a Thermo Pride furnace helps to emphasize the quality.

Available cutaway units include:

- OL2
- OL5
- CDB
- CHB
- CHX1
- MHA
- MDA

When ordering a cutaway unit, you are billed \$80 freight for each cutaway; the unit comes at no cost to you.

If you are interested in obtaining a cutaway unit or would like more information on this program, please contact Thermo Pride's Distribution Department at 1-800-348-5130 Ext. 658.

Bill Stuffers & Stuffer Racks

Our bill stuffers are great promotional tools that can be used with our stuffer rack in your store or mailed with your customers' monthly statements. Stuffers are available on the following products:

- Oil furnace (3³/₄" x 6")
- 90%+ Efficiency Gas furnace (3³/₄" x 6")
- Mobile Home and Cottage furnace (3³/₄" x 6")
- Air conditioning (3³/₄" x 6")
- UV Purifying System (3³/₄" x 8¹/₂"

The stuffer rack is attractively designed of cold rolled steel with a black epoxy finish with the Thermo Pride logo displayed at the top. This rack is designed to hold a package of our product stuffers and is ideal for use on a counter top.

To order a stuffer rack and bill stuffers, please contact Customer Service at 1-800-348-5130.



Advertisements

Television

Because of the affordable rates cable television offers, Thermo Pride feels that television is a beneficial means of advertising for HVAC and oil dealers. Thermo Pride has produced a number of commercial ads, which are available for use. To request a video of Thermo Pride commercials, contact our Customer Service Department at 1-800-348-5130.

When submitting for co-op credit, a paid invoice(s) and a commercial broadcast certification(s) must accompany claims.

Print

Thermo Pride offers our dealers pre-produced ad slicks for use in local advertising. The slicks found on pages 9-23 focus on the main features and benefits of Thermo Pride products. These ads can be taken directly to your local newspaper and your logo and information can be dropped into the space provided. To help you create co-op eligible advertisements, cut-sheets containing Thermo Pride logos and product pictures are located in the back of this booklet and guidelines for dealer created advertising can be found on page 8.

Be sure to include the newspaper tear sheet along with your paid invoice when submitting for co-op credit.

Radio

The Thermo Pride radio ads on pages 25-27 are designed for you to use as they are or to be modified by you to best suit your needs. There are 30 or 60 second radio spots available that advertise Thermo Pride heating or cooling equipment. You only need to fill in the appropriate spaces with your information and present your ad to local radio stations to be broadcast.

When submitting your co-op claim, make sure to attach the radio broadcast certification(s) to the paid invoice(s).

Yellow Pages

Advertising in the Yellow Pages of your local telephone book is an excellent way to let your community know you are in business and carry a top line product—Thermo Pride. Please use the enclosed cut-sheets to make an ad that best suits your needs.

When submitting your co-op claim, make sure to submit proof of advertising along with the paid invoice(s).

If you have any questions regarding Thermo Pride advertising programs, please contact the Thermo Pride Marketing Department at 717-239-7647.



Dealer Created Advertising

These guidelines are intended to assist Thermo Pride dealers in creating advertising which meets the standards necessary to receive maximum co-op reimbursement.

Proper usage of the Thermo Pride trademark

- Thermo Pride is a registered trademark of Thermo Products, LLC.
- Whenever the trade name “Thermo Pride” appears with a product or program, it should be accompanied by the ® symbol.
- The ® symbol only needs to be used at the first mention of the Thermo Pride trade name on every page.
- When using the Thermo Pride logo, make sure it is the correct version (see below).
- Thermo Pride reserves the right to revoke permission to use its logo at any time.
- To receive a digital copy of the logo, e-mail marketing@thermopride.com.
- The Thermo Pride logo is black. When printing, only the black logo is acceptable.



Print Advertising

- Thermo Pride must represent at least 25% of the advertisement area.
- The Thermo Pride logo must be current and large enough to be fully legible and easily recognizable within the advertisement.
- No more than two non-competing companies or products can be shown in the same advertisement.
- No competing products or manufacturers can appear in the same advertisement.

Radio Advertising

- The Thermo Pride name, used alone or in conjunction with Thermo Pride products, must be used a minimum of three times in a 30-second advertisement and five times in a 60-second advertisement.

Other Activities

- Any activity not outlined in these guidelines must be submitted to Thermo Pride’s marketing department for consideration prior to the activity.

You can contact the Thermo Pride Marketing Department at:

Tel: 717-239-7647
Fax: 717-239-7646
E-mail: marketing@thermopride.com
Mail: PO Box 10517
Lancaster, PA 17605



Thermo Pride

Become part of the Thermo Pride family.

Enjoy the comfort of oil heat with a Thermo Pride oil furnace.



Become part of the Thermo Pride family



Thermo Pride cares about your family's comfort as much as you do. The warmth of oil heat combined with Thermo Pride's warmer temperature rise (70°F) (as compared to most competitors' rise of 50°F or less!) is double the reason to invest in your family's comfort with a member of our oil family of furnaces. One is sure to be just right for you and your family.

Call us today to find out more about the Thermo Pride family of oil furnaces.

Keeping You Warm with Pride

Thermo Pride

Thermo Pride



Choose Thermo Pride's newest high efficiency **Premiere Series Gas Furnace** for the ultimate in warm comfort. Designed for easy installation and built to last, the **Premiere Series Gas Furnace** provides you and your family with the comfort you deserve. Give us a call at:



- ◆ Premiere Comfort
- ◆ Energy Savings
- ◆ Quiet Operation
- ◆ Quality Craftsmanship
- ◆ High Efficiency



Choose Thermo Pride's newest high efficiency **Premiere Series Gas Furnace** for the ultimate in warm comfort. Designed for easy installation and built to last, our **Premiere Series Equipment** provides you and your family with the comfort you deserve year round. Give us a call at:



As an ENERGY STAR® partner, Thermo Pride has determined that this product meets the ENERGY STAR® guidelines for energy efficiency.





Ask for Heating & Cooling Equipment with the Energy Star® Logo, the Symbol for Energy Efficiency.

When buying new heating or cooling equipment—look for the Thermo Pride emblem and the Energy Star® logo.

- ★ Quality craftsmanship
- ★ Energy Efficiency
- ★ Cost Savings
- ★ Less Polluting
- ★ Lifetime Warranty



What Does ENERGY STAR® Mean to You?

★ It means that you are buying an energy efficient product that has been tested and meets or exceeds the stringent standards of the Department of Environmental Resources and the US Environmental Protection Agency.



Ask for Heating & Cooling Equipment with the Energy Star® Logo, the Symbol for Energy Efficiency.

★ It means that you are helping to reduce pollution and are working toward an improved environment while you save money on your heating and air conditioning expense.

★ When you buy Thermo Pride ENERGY STAR® rated heating appliances, it means that you have the additional comfort of knowing that it is backed by the best warranty and the best sales and service professionals in the business. Give us a call today to learn more about ENERGY STAR® rated Thermo Pride heating and cooling equipment from:



*Premiere Series
System from
Thermo Pride*



*Measured by a
different ruler.*

Thermo Pride believes that your family's comfort comes first. For quieter more comfortable heating and cooling, give us a call. Let us show you the Thermo Pride difference.



*Premiere Series System from
Thermo Pride*



Measured by a different ruler.

Thermo Pride believes that your family's comfort comes first. The *Premiere Series System* offers greater comfort and energy dollar savings—heating or cooling—than the conventional system of most homes.

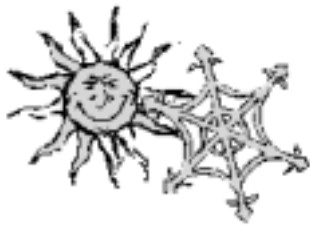
The difference is Thermo Pride engineering. The *Premiere Series System* begins with a two-stage gas furnace and variable speed blower, teamed up with a high efficiency air conditioning unit and fully programmable thermostat.

For quieter more comfortable heating and cooling, give us a call; let us show you the Thermo Pride difference.



Thermo Pride

**One Unit for All
Seasons
ThermoPack**

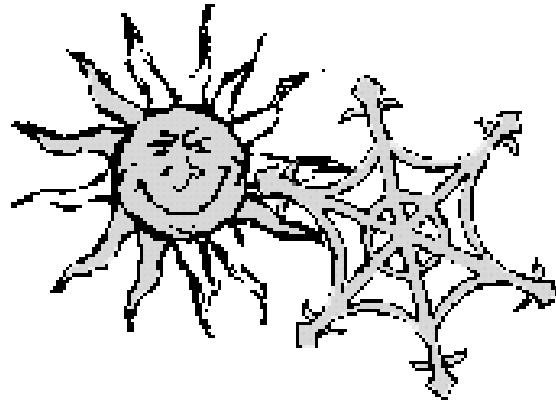


If you're looking for the best materials available, higher efficiency and a fully transferable "Peace of Mind" warranty, give us a call.

Let us show you the Thermo Pride unit for all seasons, **ThermoPack**.

ONE UNIT FOR ALL SEASONS

**Whether it's heating or cooling,
Thermo Pride's ThermoPack
can handle it.**



The convenience of rooftop or outside installation is only the beginning of the benefits of the **ThermoPack** unit. It is made up of a high efficiency oil heating unit utilizing Thermo Pride's uniquely designed Octatherm™ heat exchanger combined with a 12 SEER air conditioner which is 20% more efficient than the competition's standard 10 SEER.

For the best materials available, higher efficiency and a fully transferable "Peace of Mind" warranty give us a call. Let us show you the Thermo Pride unit for all seasons, **ThermoPack**.

Thermo Pride

Thermo Pride

Thermo Pride

Accessorize Your Home Heating System

You accessorize your home, your clothing, you may even accessorize your car. Why haven't you thought about accessories for your home heating system?

While those other accessories may cost you big bucks, accessorizing your home heating system will **save** you dollars by increasing efficiency and creating a healthier environment in your home.

Accessorize Your Home Heating System

You accessorize your home, you accessorize your clothing, you may even accessorize your car. Why haven't you thought about accessories for your home heating system?

While those other accessories may cost you big bucks, accessorizing your home heating system will **save** you dollars by increasing efficiency and creating a healthier environment in your home.



Model HA1042 Power Humidifier



Health Air UV Purifying System



Electronic Air Cleaner



Programmable Thermostat

Make your home more efficient. Call:

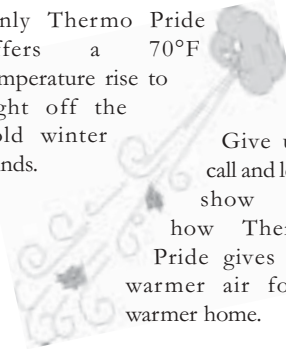
Thermo Pride



It's NOT Just a Lot of Hot Air.

Only Thermo Pride offers a 70°F temperature rise to fight off the cold winter winds.

Give us a call and let us show you how Thermo Pride gives you warmer air for a warmer home.

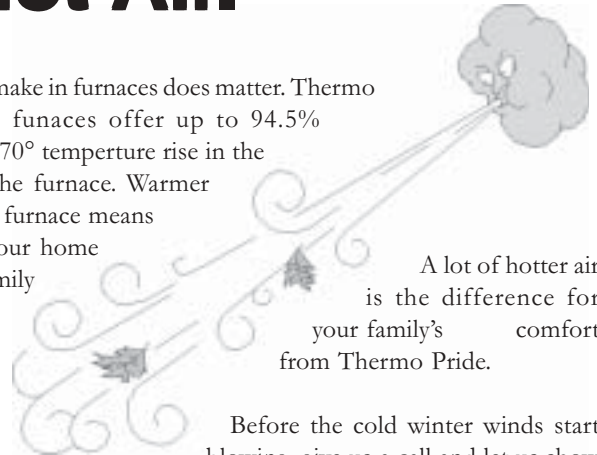


It's NOT Just a Lot of Hot Air.

The choice you make in furnaces does matter. Thermo Pride gas-fired furnaces offer up to 94.5% efficiency and a 70° temperature rise in the air that enters the furnace. Warmer air out of the furnace means warmer air in your home to keep your family comfortable.

A lot of hotter air is the difference for your family's comfort from Thermo Pride.

Before the cold winter winds start blowing, give us a call and let us show you how Thermo Pride gives you warmer air for a warmer home.



WHAT'S THE TEMPERATURE OUTSIDE?



Now is the time to call your local Thermo Pride dealer to assure your family's comfort with the reliability of a Thermo Pride ***Premiere Series Air Conditioner.***



WHEN IT'S 100° IN THE SHADE, HOW WARM IS IT IN YOUR HOUSE?



They're calling for a scorcher this summer. Is your old air conditioner up to the challenge? Experience the comfort of cool.

Now is the time to call your local Thermo Pride dealer to assure your family's comfort with the reliability and high efficiency of a Thermo Pride ***Premiere Series Air Conditioner.***

So turn on the cool and save energy with a high efficiency ***Premiere Series Air Conditioner*** from Thermo Pride.



As an ENERGY STAR® partner, Thermo Pride has determined that this product meets the ENERGY STAR® guidelines for energy efficiency.

Give us a call at:



30 SECOND SPOT

ANNCR: Are you tired of all the time and attention your furnace requires? Maybe it's time you considered a replacement system from Thermo Pride. Thermo Pride furnaces are so reliable, they're built to be forgotten! We at (dealersname) have been installing quality Thermo Pride furnaces for the past (#) years and know that they're built better to last longer and engineered to perform better than any on the market. So go ahead and give us a call at (phone #). We at (dealer name), along with Thermo Pride can solve your heating problems. Thermo Pride - Built Tough for Lifetime Comfort.

60 SECOND SPOT

ANNCR: If you're tired of all the time and attention your furnace requires, it's time to call us at (dealer name). We know what a hassle buying a new furnace can be, so let us make it easier for you. Go with a Thermo Pride. Thermo Pride furnaces are hand-crafted and engineered to perform better than any on the market. Each Thermo Pride furnace is available in a variety of sizes so one is sure to fit your heating needs. Thermo Pride knows as well as you and I that you're looking for warm comfort, efficiency and dependability. That's why their entire line of furnaces are built better to last longer. These furnaces are so reliable Thermo Pride backs them with a lifetime warranty on the heat exchanger, plus a five-year parts warranty. So let us solve your heating problems and make this winter your warmest ever. (Dealer name) and Thermo Pride - Built Tough for Lifetime Comfort.



30 SECOND SPOT

ANNCR: If it's summer comfort you're looking for, a dependable central air system from Thermo Pride is just what you need. We at *(dealer name)* have been a proud Thermo Pride dealer for (#) years and know Thermo Pride air conditioners are built better to last longer and engineered to perform better than any on the market. Call us at *(dealer name)*. With a central air system from Thermo Pride, we can solve your cooling problems and make this summer your most comfortable ever! Thermo Pride - Built Tough for Lifetime Comfort.

60 SECOND SPOT

ANNCR: On a hot summer day, wouldn't feel great to step out of the heat into a cool, comfortable home? As a Thermo Pride cooling dealer here in *(city name)* for the past (#) years, I take pride in solving your summer comfort problems. I recommend Thermo Pride systems to beat the heat, because they're engineered to perform better than any on the market and offer many features standard that others charge more for. Thermo Pride knows as well as you and I do – you're looking to be comfortably cool with an efficient and dependable system. That's why Thermo Pride builds them better to last longer! So stop in and see us at *(dealer name)*. Along with Thermo Pride, we can solve your cooling problems and make a summer sizzler comfortable. *(Dealer name)* and Thermo Pride - Built Tough for Lifetime Comfort.







Counterflow Oil Furnace



Hydronic Air Handler



Lowboy Oil Furnace



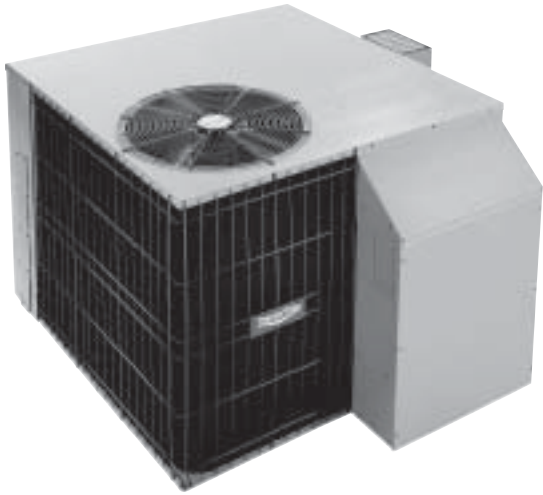
10/12 Seer AC



Highboy Oil Furnace



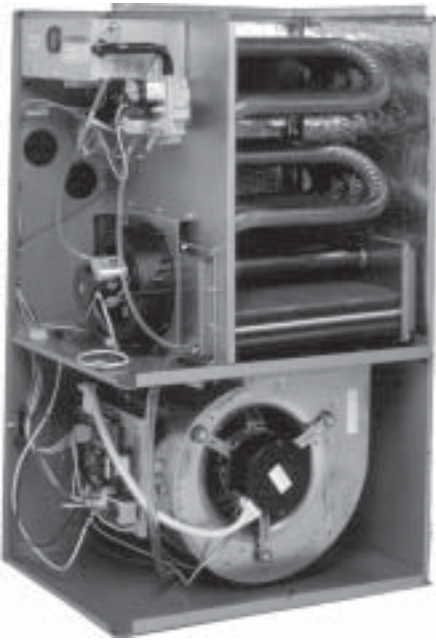
Mobile Home



Oil ThermoPack



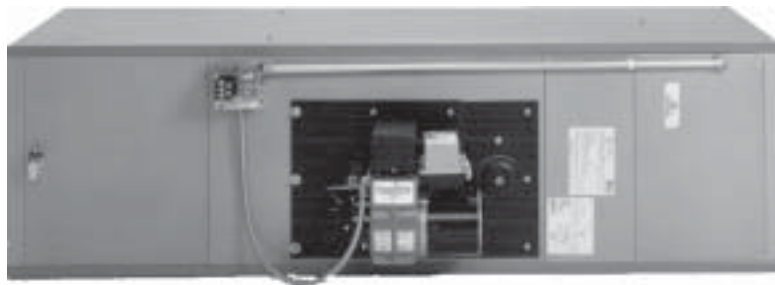
Premiere Series AC



Gas Highboy Furnace Cutaway



Gas Highboy Furnace



Horizontal Oil Furnace



Model HA 1042 Power Humidifier



Electronic Air Cleaner



Media Air Filter



Health Air UV Purifying System



Premiere Thermostat



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