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Thermo Pride

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New Premiere Dealer Program Offers Valuable Rewards

Contractors who make a strong commitment to the Thermo Pride product line can qualify for our new Premiere Dealer program and earn valuable benefits.



We established the Thermo Pride Premiere Dealer program to reward companies that embrace our product line and to provide promotional materials that enhance their company's image as an expert installer. Companies can qualify for Premiere Dealer status by meeting the program's sales targets.

As Thermo Pride Premiere Dealers, contractors qualify for valuable benefits including:

- Special freight terms, including no-charge freight on an order of two or more motor bearing units
- Special Premiere Dealer designation on our online dealer locator
- Double co-op fund allowance, earning 4% on all purchases
- Free admittance to Thermo Pride training seminars based on availability
- Complimentary Heat Loss/Gain program valued at \$400 or a free parts kit
- Free use of cutaway units at shows
- Pride Team membership: The Pride Team dealer focus group will help us to design new products and improve or upgrade existing products.
 - Thermo Pride banners and van decals to display your Premiere Dealer status
 - Premiere Dealer certificate suitable for display
 - Exclusive Premiere Dealer clothing/hats available



Thermo Pride is running a special offer now: Any dealer who has attained Premiere Status and who purchased 50 units by the end of 2011 can receive a

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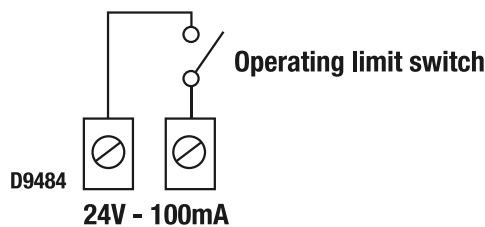
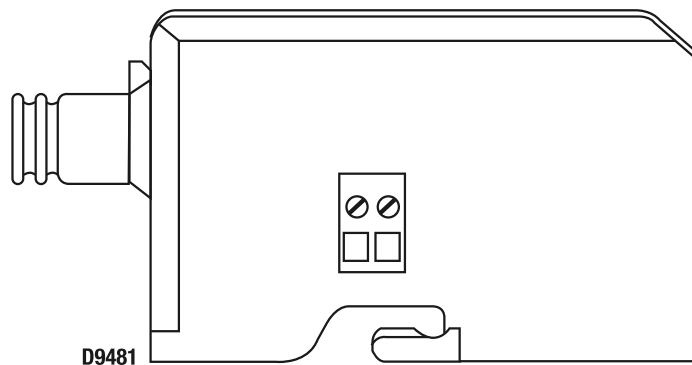
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technical brief:

Riello Control Box 530SE/C

Riello primary controls now have TT terminals on the right side of the control. This allows the thermostat to operate the primary control directly. In the past a switching relay was used. Yellow low voltage wires from the fan board will attach directly to the TT terminals on the primary control.



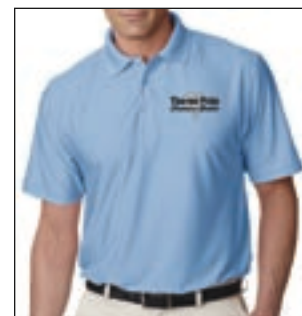
"New Premiere Dealer Program Offers Valuable Rewards," from cover

four-day Caribbean cruise for two, including \$500 towards airfare. (To reach Premiere Status, a dealer must purchase 20 or more units in a year from at least two categories, with at least five units being from the second category.)

To qualify as a Thermo Pride Premiere Dealer, a company must:

- Commit to purchasing at least two major motor-bearing unit categories. Any combination of two categories is acceptable, such as oil and gas; oil and air conditioning; gas and air conditioning; or heat pump and gas.
- Make a minimum purchase of 20 units per year
- Make a minimum purchase of five units in non-primary category

The qualifying categories are Oil (Thermo Pride and Spirit); Gas (Thermo Pride and Thermo Pace); Air Conditioning (Thermo Pride and Thermo Pace, Heat Pumps); Air Handler (Thermo Pride).



**For more information,
please call Thermo Pride at (574) 896-2133.**

DOZENS OF THERMO PRIDE SYSTEMS QUALIFY FOR TAX CREDITS

When promoting new equipment to customers, it helps to know all your sales incentives. One important savings that can help bring down the customer's ultimate investment cost is a federal tax credit for energy efficiency.

Here is a quick look at the current federal tax incentives and the Thermo Pride units that qualify.



Advanced Air Circulating Fan (ECM):

\$50 Tax Credit

Oil furnaces:

OH6FX072DV4
OH6FA072DV4
OH8FA119DV5
OL5-85RDE
OL5-85FDE
OL6FA072DV5
OL6RA072DV5
OL11-105RDE
OL11-105FDE
OL16-125RDE
OL16-125FDE
OL20-151RDE
OL20-151FDE
OD6FA072DV5
OD6RA072DV5
OD6FX072DV5
OD6RX072DV5

Gas Furnaces:

CDX1-75N
CDX1-100N
CDX1-125N

Natural or LP Gas Furnaces 95% AFUE:

\$150 Tax Credit

CHB1-50N
CHB1-75N
CHB1-100N
CMA1-50N
CMA2-75N

Natural or LP Gas Furnaces 95% AFUE With Advanced Air Circulating Fan (ECM):

\$150 Tax Credit plus \$50 Credit = \$200 Credit

CHX1-75N
CHX1-100N
CHX1-125N

Air Conditioners 16 SEER & 13 EER:

\$300 Tax Credit

AC14241G2 with AH2436 Air Handler
AC14301G2 with AH2436 Air Handler

Air Conditioners: 16 SEER & 13 EER with Advanced Air Circulating Fan (ECM) Furnace:

\$300 credit plus \$50 credit = \$350 Tax Credit

AC14241G2 with OH6F072DV4 Furnace and CA3036 Coil

AC14361G2 with OH8FA119DV5 Furnace and 13C4860HA26 Coil

AC14301G2 with OH6F072DV4 Furnace and CA3036 Coil

Installations must be in a primary residence to qualify.

Order New Equipment and Win a Carhartt Jacket!

Placing orders for Thermo Pride equipment could yield some nice extras this fall. During September, we will award free Thermo Pride Carhartt jackets to dealers who order multiple systems on one invoice.

To qualify for one free jacket, a dealer must order at least two furnaces on the same invoice. Any dealer who orders three furnaces on one invoice will receive two jackets, in addition to free shipping.

These Carhartt jackets are very attractive and comfortable, and we encourage you to take advantage of this opportunity to upgrade your outerwear. For more information, please contact your Thermo Pride representative.



AC-Ready Oil Mobile Home Furnace Coming Soon

Thermo Pride is poised to expand our mobile home furnace line with a new oil mobile home furnace that is air conditioning-ready. We will introduce this new system in the fourth quarter of 2011. More details coming soon!