

# Participating in Indirect Incentives is as easy as 1, 2, 3!

## 1. Sign Up!

Joining Indirect Incentives is free and it's easy! Simply visit [www.indirectincentives.com](http://www.indirectincentives.com) and click Join Now. It only takes a few minutes and you can start earning points immediately! You'll also be the first to hear about new products, promotions and other AMTROL news and information. Don't wait, join today!

## 2. Earn Points!

**Indirect Incentives** is an incredibly simple online program. After purchasing any qualifying AMTROL water heater, all you need to do is enter the serial number and you'll automatically earn points. Every tank has a points value that is instantly applied to your account. You can watch your earnings grow with each heater you submit!

## 3. Redeem Points!

Using your points is just as easy. Simply select the products and rewards you want and use your points to buy them! **Indirect Incentives** works just like an online shopping cart with free shipping!

## Partner with a Leader

**Indirect Incentives** is a new program from the oldest name in the business. AMTROL has a fresh lineup and we've got a contractor points program to match. If you haven't looked at AMTROL lately, there's never been a better time.



## Water Heater Rewards Points Program



**Enroll Today!**



[www.indirectincentives.com](http://www.indirectincentives.com)

After signing up and choosing a password, fill out this card, tear at the perforation and keep in a safe place to remember your login information.

Login (your email address) \_\_\_\_\_

Password \_\_\_\_\_



Corporate Headquarters  
1400 Division Road, West Warwick, RI USA 02893  
Telephone: 401-884-6300 • Fax: 401-884-5276

AMTROL Canada, Ltd.  
275 Shoemaker Street, Kitchener, Ontario N2E 3B3  
Telephone: 519-748-1138 • Fax: 519-748-4231

[www.amtrol.com](http://www.amtrol.com)

# You know AMTROL<sup>®</sup> as an industry leader. Indirect Incentives<sup>™</sup> is no exception.



AMTROL started it all with our BoilerMate<sup>®</sup> water heaters over three decades ago. We're back with a new product line and a rewards points program to match. With every AMTROL indirect-fired water heater, you'll earn points toward name-brand merchandise and professional marketing tools. **Indirect Incentives<sup>™</sup>** is only available to professional installers, and it's tailored to the way you do business.



## Simple, Free and Valuable

Indirect Incentives requires no paperwork! No forms to fill, no invoices to submit; it's all online and it's *instant!*

But it's more than just a points program; it's a business tool.

Imagine if you could get apparel and sales literature that advertised YOUR business, not just a manufacturer's. Only AMTROL has the technology and resources to supply you with custom literature and apparel to grow your company. It doesn't stop there; **Indirect Incentives** gives you and your family access to popular items that you just won't find elsewhere.

Indirect Incentives takes rewards programs to the next level. AMTROL offers unique incentives that go far beyond traditional merchandise. We're not just product innovators; we have the experience and creativity to add value in everything we do.

**Indirect Incentives** shares AMTROL's resources to help you sell quality and value in ways you never thought possible!

## Personalized Apparel

Only AMTROL provides co-branded apparel that lets you advertise YOUR company's name. Use points to purchase AMTROL apparel with your company's logo on the back and display your commitment to superior products and service. Don't have a company logo? No problem, we'll print your company name and contact information for that professional look! From T-shirts to embroidered jackets, ordering is simple. We'll walk you through the one-time setup process and store your information to make future orders even easier! You can order 1 or 100, there's no minimum purchase, there's no setup fee and shipping is free!



## Custom Literature



Your Company Name  
1234 Any Road  
(555) 555-1212  
"Excellence Since 1955" (your slogan)

Your Company Name  
1234 Any Road  
(555) 555-1212  
"Excellence Since 1955" (your slogan)

You're a professional and AMTROL is dedicated to helping you sell quality and value. As a **Indirect Incentives** member, you can order literature with YOUR company name and contact information printed on it. Don't just hand out brochures with your quote; make sure every potential customer comes back to YOU for that job!

## Cash Rewards

How about cash back for every AMTROL water heater you buy? That's what you earn when you redeem points for VISA<sup>®</sup> gift cards. It's simple, it's easy and you can use them where ever credit or debit cards are accepted.



## Name Brand Merchandise and More!

You're choosing the best indirect heater available and AMTROL is offering the best rewards in the industry. Choose from a variety of name-brand items from fishing and camping gear to flat screen TV's. We're adding new items all the time. You can even save points toward big-ticket items like off road utility vehicles and vacations!

