



NEWS TO NOTE

PUMP UP YOUR SALES OF SELECT PENTAIR VARIABLE SPEED PUMPS THIS SEASON WITH CONSUMER REBATES UP TO \$100

We're committed to helping you grow your sales of Pentair® and Sta-Rite® Variable Speed Pumps this season by sending ready-to-buy prospects to your dealerships. To make that happen, we're launching a nationwide advertising campaign, PLUS we're offering a \$100 consumer rebate on our newest TRADEGRADE IntelliFlo® 2 and IntelliPro® 2 VST Pumps. For those of you with an existing inventory of standard IntelliFlo and/or IntelliPro Variable Speed Pumps, there's a \$50 consumer rebate. The program will run from April 1st—July 8th.

Here are the details.

Variable Speed Model	\$ Rebate Amount	Requirements
PENTAIR INTELLIFLO 2 VST	\$100 Pentair Visa® Prepaid Card	Requires purchase at a Brick & Mortar retailer or from a pool builder or pool service professional PLUS qualified installation and product registration within 60 days of purchase. Online purchases do not qualify.
STA-RITE INTELLIPRO 2 VST	\$100 Pentair Visa® Prepaid Card	Requires purchase at a Brick & Mortar retailer or from a pool builder or pool service professional PLUS qualified installation and product registration within 60 days of purchase. Online purchases do not qualify.
PENTAIR INTELLIFLO VARIABLE SPEED/VF/XF/VS+SVRS/i1	\$50 Pentair Visa® Prepaid Card	Requires qualified installation and product registration within 60 days.
STA-RITE INTELLIPRO VARIABLE SPEED/XF/VS+SVRS	\$50 Pentair Visa® Prepaid Card	Requires qualified installation and product registration within 60 days.



IntelliFlo 2 VST



IntelliPro 2 VST

To order materials:

Visit www.pentairpartners.com
 Email: pool.literature@pentair.com
 Phone: 1.800.693.0171
 Fax: 1.866.741.4051

PROMOTE THIS SPECIAL REBATE OFFER WITH YOUR “PUMP UP THE SAVINGS” SALES KIT

Everything you need to call attention to this exclusive Rebate Offer is available in our “Pump Up the Savings” POS Kit - from posters to in-store sales buttons to a counter card and rebate mail-in flyer. Kits will be shipped to retail dealer locations in mid March. If you would like to receive additional kit materials, please reference KIT number KIT21243.

KIT21243 “Pump Up Your Savings” POS Kit

Rebate Counter Card
Take-One Rebate Brochure (25/pk)
Rebate Poster (includes adhesive tabs for mounting)
Associate Rebate Button (3 each)
Product Hang Tag (2 each)

Again this year, we have a promotional microsite for pool owners to access savings calculators, product videos, and redeem their rebate online.

“PUMP UP YOUR SALES” DISPLAY CONTEST—IT’S FUN, IT’S EASY AND YOU CAN WIN VALUABLE PRIZES TO HELP GROW YOUR BUSINESS

Pump up the excitement in your store by creating an attention-getting IntelliFlo® 2 VST display area. Not only will it generate more interest and sales of IntelliFlo 2 VST Pumps, it may also land you a great prize that will help you grow your business. Talk about a win—win: your customers will save a bundle this season in energy costs, and you could be among the lucky prize winners. More details on this exciting new program will be coming soon!

If you have any questions, please contact your Pentair Aquatic Systems Representative.

Regards,



Carlos Del Amo
 Vice President of Global Marketing



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