

HOWLAND PUMP & SUPPLY Co., INC.



2011 CUSTOMER LOYALTY REWARDS PROGRAM

Customer
Playbook

Sign Up Procedures:

All qualifying customers need to fill out the signup form to get registered. Please ask for a form from any HPS employee.

After you register you will be handed a customer loyalty rewards card. Please keep this card on you at all times because it will need to be swiped after you place your order.

At the time of registration you will receive 10 points for registering to start the program. If your account has more than one person registering you will still only earn 10 points for registering under your account.

Define what a Qualifying Account is:

Account must be in good standing. This means that accounts with past due balances are not eligible at this time. All accounts need to be current as we define the terms current and in good standing.

How are Rewards Points Entered?:

Each time you place an order you will receive points for the given products featured each and every month. Regardless of the dollar amount of purchases, if the product purchased is one of the featured vendors for the month you will receive a point value for your order. You will see later in the playbook the amount of points that you will be given for that purchase. When you're placing an order please provide your customer loyalty rewards program card so it can be swiped to enter in your rewards points for that purchase. Each invoice will have a comment on the invoice as to how many rewards points you have earned for this specific order.

How do you enter Reward Points if the Account forgets their Card?

We have the capability to manually enter in your customer loyalty rewards points. You will still see at the end of your invoice the amount of customer loyalty rewards points you have earned for this particular transaction. We will keep master loyalty cards at each counter to swipe. Even if we swipe a master loyalty card you will still earn points for your purchase and they will show up on the last line of your invoice.

How do we handle Accounts that have multiple people picking up material?

Regardless of who picks up the material, the account number for that transaction is our system. Each and every time anyone picks up an order that specific account will earn points. We want to have each and every person from that company who picks up material to register and carry a card. In fairness to all regardless of who picks up the material we'll still need to recognize the account that they work for. We will try and set it up that each individual will have an opportunity to win one of the monthly prizes but we will only recognize the main account holder as eligible to win one of the Grand Prizes at the end of the year. Please understand that only one person pays the bills for that account and that person should be the one who receives the points and prizes.

How many cards can one account have?

Each account can register as many people as they have employed. A person or an account can only register once.

How Are Points Earned?

Points will be given to your account as a bonus for keeping your account in good standing month to month.

Points will be given to your account if you show an increase in business reviewing sales year to date after each month closes.

Points will be awarded each time you purchase a product featured in the monthly specials. Each and every month a monthly special sheet will be published of which participating vendors products qualify.

Points will be earned if you attend any training classes from featured vendors.

Points will be earned when we introduce new products and you make a purchase of those new products.

Bonus points will be earned based on sales increases over last year's sales. If your account grows with us you will be rewarded by earning extra bonus points.

Who enters Bonus or Sales Increase Points?

Howland Pump & Supplies main corporate office will enter in all of the bonus points for sales increases, keeping account in good standing, and year to date sales increase numbers.

Who enters in the Education/Training Points?

Each branch holding a training session will enter in the points for your account for attending the trainings after each training session is complete.

Who enters in the Points for Products?

Each branch enters in all points awarded for your purchases of featured products as well as new products.

How will we know what the Monthly Promotions are?

Each month a guide will be published listing all vendors and or products that qualify for loyalty rewards points for the month.

How will the Monthly Drawings be Handled?

At the end of each month we will draw 3-4 names of customers from each Howland branch. We will post the names of the winners of the monthly prizes roughly 10 days after the close of the month. First we'll need to collect the sales data earned that month and award bonus points to your account if earned which is outlined in a previous section of this playbook before we draw the names of the winners. These monthly prizes are smaller in value and will be more focused on tools and material you can use in their daily routines and on the job.

How will the Grand Prize Drawings be Handled?

At the end of 2011 we will need to calculate the sales and history of each account that registered for the year long promotion. We will be adding to those accounts who have earned bonus points outlined in a previous section of this playbook before we draw the names of the winners. What we will do different with the Grand Prize drawings is have a pre-drawing and draw the names of 15 Grand Prize Finalists. What we want to do is hold a ceremony after the promotion closes and invite the 15 Grand Prize Finalists along with the Howland Pump & Supply employee's and the vendor sponsors to attend in order to draw the 7 Grand Prize winners of the 2011 promotion. We want the accounts who have a shot at winning the Grand Prize to be present at the awards ceremony. We will probably hold this event in the later part of January 2012 in order to collect all the data needed from 2011 to determine the winners. The place of the award ceremony and the event date will be published in the December promotions guide.

What are the monthly prizes?

The monthly prizes will revolve around products that you work with everyday. We will focus on hand tools, testing instruments, and other useful products that you can incorporate in your every day routines. Each month we will publish in our monthly flyer the prizes that will be awarded at the end of the month.

What will be given away for the Grand Prizes?

There will be a total of 7 Grand Prizes to be awarded. The largest Grand Prize that will be awarded is a 2011 Polaris ATV. Other grand prizes include laptops, big screen TV's, and sporting equipment. Each month during the promotion we will unveil more about the grand prizes. The grand prizes are designed for personal and family use.

What are the Point Values?

Each month we will publish a list of vendors to follow. Any purchase from those vendors and you will receive points as outlined below.

Platinum Sponsors purchases you will receive **3** points for every purchase regardless of dollar value every month of the promotion.

Gold Sponsors purchases you will receive **2** points for every purchase regardless of dollar value in that given month.

Silver Sponsors purchases you will receive **1** point for every purchase regardless of dollar value in that given month.

New Products will always earn you **2** points for every purchase regardless of dollar value during the promotional period specified.

Training and Education classes will always earn you **10** bonus points for attending. No limit to attending any and all trainings offered.

Keeping Account Current month to month will always earn you **20** bonus points each and every month this is achieved.

Sales Increase YTD over LYTD from 1% to 9% will always earn you **7** bonus points at the end of each month.

Sales Increases YTD over LYTD over 10% will always earn you **10** bonus points at the end of each month.

Sales Increases at the end of 2011 vs. total 2010 of 1% - 9% will earn you an **50** extra bonus points.

Sales Increases at the end of 2011 vs. total 2010 over 10% will earn you an **100** extra bonus points.

LINE CARD

Heating & HVAC Products

Boiler Equipment

Hydrotherm/HB Smith/RBI
Marathon/Logwood
Heat Transfer Products
Slant-Fin – Electric
Weil McLain
Utica Boiler
Rinnai Condensing Boilers

Boiler/Steam/Hydronic Specialties

Amtrol
Antifreeze
Apollo/Conbraco
Argo Controls
Automag
B & G
Grundfos
Hoffman
Hydrolevel
McDonnell Miller
Mill Rose
Rhomar Antifreeze
Slant-Fin Baseboard
Solenoid Valves
Spirax/Sarco
Spirovent
Taco Pumps & Controls
Tekmar
Tjernlund
Watts

Chemicals

Duct Sealants
Oatey/SCS – Hercules
Rhomar
S.O.S. Chemicals
Silver King
Coil Cleaners

Commercial Heating

Boilers
Control Packages
Pipe, Valves & Fittings
Pump Packages
Steam Products
Storage Tanks
Water Heaters

Hydronic Pumps

B & G
Condensate Pumps
Grundfos
Taco

Hydronic Pump Tanks

Amtrol
B & G
Taco

Oil Parts & Accessories

Beckett Burners
Crown Engineering
Danfoss
Dongan
Field Controls
Firomatic
Fuel Oil Nozzles
General Filter
Lynn - Chambers
Suntec Fuel Oil Pumps
Tjernlund
Westwood

Radiant Floor Products

Insultarp
Reflectix
Tekmar
Watts Radiant
Zurn Pex

Warm Air Accessories

Air Cleaners/Filters
Airtec
Chimney Liners
Ductboard
Duro-Dyne
Field Controls
Flex Duct
Hart & Cooley
Honeywell Controls/Dampers
Humidifiers
LUX
Plenums
Galv. Sheet Metal
Stainless Stove Pipe
Tjernlund
White Rodgers

Warm Air Equipment

Comfort Aire – gas, electric, oil
Detroit Radiant
Dornback – gas, oil
Empire Heaters
Marathon/Logwood – oil
Miller Furnaces
Modine
Newmac – oil, wood
Pellet
Radiant Heat
SBI – oil, wood

Water Heaters

A.O. Smith
Ariston/Bosch
Bock
Bradford White
Eemax
Rinnai
SUPERstor

Services Provided

Commercial Quotations
Education & Training
Free On Site Delivery
Heat Loss & Design Assistance
Residential Quotations
Water Testing

Specialty Products

Geothermal
Ground Water Heat Pumps
Solar Products
Electrical Supplies

Test Instruments

Combustion Analyzers
Detection Devices
Gas Manometers
U.E.I.
Westwood
Wohler

*Educated on the products we carry and
committed to the products you demand*

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Plumbing & PVF Products

Air Treatment/Purification

Air Cleaners
Air Exchange
Aprilaire
General Aire
Humidifiers
Lifebreath
Media Filters
U.V. Lights

Chemicals & Solvents

Abesco Firestop
Aqua Treatment Systems
Design Polymeric
I.P.S. Cements
Iron Out
Metacaulk Firestop
Oatey/SCS-Hercules
Rectorseal
S.O.S. Chemicals

Fittings – PLASTIC

CPVC/CTS - CPVC S/80
Flexible Couplings - Inserts
PEX - PVC-DWV - S/40
S/80 – SDR -Sewer & Drain

Fittings – COPPER

Brass – Cast – Chrome
Compression, DWV, Flanged
Flared – Inserts – Nipples – PEX
Push(Sharkbite) – Press – S.S.

Fittings – STEEL

DOMESTIC Blk & Galv Malleable – C.I.
Dielectric – Grooved – Hangers
STRUT – S.S. – Steel Bushings
Wardflex – Weld

Pipe – PLASTIC

Coils – Corrugated – CPVC/CTS
CPVC S/80 – Culvert – Gas Piping
Polyethylene – PVC Foam Core
SDR – Sewer & Drain – S/40 – S/80

Pipe – COPPER

Brass – Coated Copper Coils
Line Sets - Refrigeration Tubing
Type L, M, K Hard Lengths & Coils

Pipe – STEEL

Black & Galvanized
Cut Lengths - Nipples - Plain End
Threaded Both Ends – T/C – S.S.
Wardflex Gas Pipe (CSST)

Plumbing Faucets/Trim

Alsons
Central Brass
Chicago Faucets
Delta
Delany
Gerber Faucets
Moen
Sloan
Symmons
T/S Brass
Zurn

Plumbing Fixtures

Basco Doors
Clarion Bathware
Elkay
Fiat
Gerber Fixtures
Haws
Maax/Aker
Mustee
Sani-Flo
Sloan
Stern-Williams
SWAN

Plumbing Parts & Specialties

Bathroom Partitions
Brasscraft
Cash Acme
Church Seats
Danco
Fluidmaster
Frostex
Jomar
Jones-Stephens
Keeney
McGuire
MIFAB
Oatey/SCS – Hercules
Oil/Water Separators
Rockford
Sioux Chief
Vinyl Tubing
Watts

Pumps – Sewage/Sump/Well

Goolds
Liberty
Little Giant
Zoeller

Pump & Well Accessories

A. Y. McDonald
Campbell
Legend
Merrill
Midwest
Nokorode
Powerseal
Pump Wire
Simmons
SJ Rhombus
Tyco/Pyrotex
Water Meters

Solder/Fluxes/Sealants

Gasoila
Mill Rose
Nokorode
Oatey/SCS - Hercules
Rectorseal
SilverBrite 100

Storage Tanks – Oil/Septic/Water

Granby
Fralo
Norwesco
Roth Tanks

Tools/Torches

General Wire
Lenox
Malco
Ridgid
Turbo-Torch

Valves – Copper/Plastic/Steel

Backflow Preventers
Ball Valves – Butterfly - Check
Frostproof – Flanged - Gate
Globe – Grooved - Hydronic
Plumbing – Pressure Reducing
Plug – Radiator – Union

Water Heaters

See Heating/HVAC Section

Water Treatment/Purification

Chem Tek (Pulsafeeder)
Cuno
HydroFlo
Trojan U.V. Systems