

# MARKETING BULLETIN

BULLETIN NO: MB-1433

DATE: October 27, 2014

**TO:** All Weil-McLain Sales Representatives and Agents, Consulting Engineers, Distributors and Contractors

**FROM**: John Kopf – Sr. Product Manager

**SUBJECT:** Ultra Commercial ULC 550 and ULC 750 boilers are now part of the SlimFit product family!

In our continued effort to broaden our product portfolio and at the same time to provide consistent messaging, we have renamed the Ultra™ Commercial to SlimFit™ and have also changed the model numbers from ULC to SF.

## Background:

The Ultra Commercial boilers were first introduced in 2009 and were available in two sizes: ULC550 (550 MBH) and ULC750 (750 MBH). In 2013, Weil-McLain introduced an extension to the Ultra Commercial product line called the SlimFit (Slim – narrow design and Fit – a perfect solution the retrofit applications having difficult access to the mechanical room). The SlimFit boilers, available in three sizes: SF1000, SF1500 and SF2000, extended the Ultra Commercial boiler line from 500 MBH up to 2,000 MBH.

The SlimFit product line uses the same type of sectional aluminum heat exchanger as the Ultra Commercial. Both boiler models, ULC and SF, have their heat exchangers installed on top of the composite base. The non-metallic base is designed specifically to capture and remove the acidic condensate which is the result of the combustion process. The heat exchanger / composite base assembly design provides excellent protection against corrosion allowing Weil-McLain to offer a ten-year non-prorated heat exchanger warranty. The entire boiler comes also with a two-year parts warranty.

### Why the name change:

Both boiler models share the same product features which include the narrow design, sectional heat aluminum exchanger, non-metallic base, high efficiency condensing operation and highly intuitive controls. Since the product launch, the SlimFit name became well recognized in the industry for its value for the Engineers, the Contractors and the End Users. By rebranding the Ultra Commercial boilers we will be able to help our customers easily identify these product attributes.





SlimFit SF550 and SF750

SlimFit SF1000, SF1500, SF2000

## What is changing and what is not:

All the product features remain the same. Specifically there are no changes to physical attributes (dimensions, components), functional (features), aesthetics (appearance, shape, color, material, etc.) or warranties. The new SlimFit SF550 and SF750 have the same industry certifications and approvals as did the Ultra Commercial ULC 550 and ULC 750. Finally, there is no price change.

The only changes are the model number from ULC to SF, the brand name from Ultra Commercial to SlimFit and the boiler part numbers.

Changes	Old descriptions	New descriptions
Boiler Name	Ultra Commercial	SlimFit
Boiler Model Number	ULC 550, ULC 750	SF 550, SF 750
Boiler Part Number (550 MBH)	383-600-010	383600310
Boiler Part Number (750 MBH)	383-600-011	383600311

#### When:

This product rebranding is effective immediately. If customers ordered an Ultra Commercial (ULC550 or ULC750) boiler we will try to fulfill the order as entered. Depending on the existing inventory levels, we might have to ship the SF550 or SF750 boiler instead.

As part of the rebranding, we have updated product literature (product brochure, manuals, and all technical documents), product labels, logos, certifications, boiler controller display text and the website. All existing Ultra Commercial documents have been rebranded and are included on the SlimFit product page on the website.

In addition, we would like to inform you that we have a new option, an immersion system temperature sensor, available for all SlimFit sizes from SF550 up to SF2000. The strap on temperature sensor will be provided as standard and you will have an option to order the new immersion sensor. This new sensor has a part number 511-724-299. It has 3/4" NPT thread with a 4" deep well.

We're confident that this rebranding process will not only help us to continue grow our business but that it will also enable us to better assist our customers and channel partners. If you have any questions regarding our rebranding efforts, please do not hesitate to contact your local sales representative.