



## **Burn Display Program**

As a Tarm Biomass Gold Dealer we encourage you to have a live-burn display that you can use to show potential customers a working boiler. Good brochures and great sales technique can close a lot of deals, but nothing gets people off the fence better than a live demonstration and being able to describe *your* experience with *your* boiler.

For installations that qualify, the boiler and heat storage package will be available at a special discount. The boiler will be priced at 50% off of the standard list price and the tank is available at an additional 10% off dealer net pricing. We strongly encourage the installation of a heat storage system so that the boiler can be demonstrated at any time of year.

This discount is applied to your account as a credit toward future boiler purchases.

This discount is available to established Gold Dealers only and is applicable to working displays only. Acceptable installations include:

- In your showroom or shop;
- At your own home ;
- A mobile working display (burn trailer)

This discount is not available for boilers that are being sold to your relatives, sub-contractors or customers who are willing to let you bring potential customers by 'any time'.

The discount is available for one boiler per business location (branch) per two heating seasons. In other words, you may have a discounted display boiler at more than one branch and the boiler must be in place for two seasons before it can be replaced with another discounted display boiler.

In order to qualify for the discount, please submit the physical address of the installation as well as a description of the installation (piping plan style, existing heating system, control strategy). Please also send a photo of the installation. Installations must be available for visiting by a Tarm Biomass representative during normal business hours.