

LAARS® POLICIES AND PROCEDURES AND REPRESENTATIVE INTRODUCTION GUIDE.

One of Laars Heating Systems' most important goals is to keep you, our Manufacturers' Representatives, better informed. As a team, we are focused on providing you with improved sales tools, technical information and procedures to make selling Laars products the easiest in the industry.

Key information such as contacts, account information, marketing materials, technical updates and more is contained in this Guide and in the PARTNER AREA of Laars.com.

Should you have any comments or suggestions please do not hesitate to contact us at marketing@laars.com

Your feedback will be greatly appreciated.

Happy selling!



LAARS® 
Heating Systems Company

LAARS HEATING SYSTEMS CUSTOMER CENTER

The Laars Customer Center is designed to educate HVAC professionals on hydronic systems and Laars' current and next generation heating technology. Flexibility in training content and techniques was the primary focus when building the facility and curriculum.



KEY FEATURES

- 70-seat tiered classroom that can be used as one large room or divided into two 35-seat classrooms.
- Hands-on training: Laars boilers, water heaters and pool heaters are located in front of each 35-seat classroom.
- Live-fired boilers during training sessions: continuously operated equipment right in training room with BTU's as high as 2 million.



TYPICAL CLASS AGENDAS

Training dates and class times can be found at www.Laars.com by choosing Laars Academy from the main navigation. Participants can register online through the link provided.

Laars will cover lunch during training days and one dinner with the group.

REGIONAL SERVICE TRAINING

Regional service training is also available at various locations nationally. Check the training page at laars.com for the latest regional locations and calendar, or contact your Laars Regional Sales Manager.

- State-of-the-art high-definition audio/video system: Large screens above the equipment bays connects the classroom experience with the live-fired equipment.
- A large café with adjacent large outdoor patio is located just off the main lobby for catered meals and socializing after training.

We offer custom classes to fit your group's specific needs for contractors and engineers, from basic through advanced training. Or sign up and train in one of our standard service training programs.

Standard service training is offered throughout the year, visit www.laars.com for details.

TYPICAL SERVICE TRAINING

System Piping

Laars Linc Control

MagnaTherm, OmniTherm, NeoTherm, Pennant & MT2

Residential & Commercial FT Series

Contact your Regional Sales Manager for more information, or to schedule a custom course.

LAARS Heating Systems Support Team

Accounts Payable	603 335-3355	Fax
Jacob Randlett, accountspayable@laars.com	603 335-6300,	x6524

Address / Mailing List Changes
Marketing@Laars.com

Applications / Svc / Technical Support	603 335-5212	Fax
Tod Hebert, Manager	603 781-3107	cell
	603 335-6300,	x6577
Connor Daigler, Supervisor	603-335-6300,	3
Joe Christilles	800 900-9276,	3
Bill Marchant, Applications	800 900-9276,	8
Alex O'Connell	800 900-9276,	3
Ryan Ouellette, Technical Svc	800 900-9276,	3
James Westbrook, Technical Svc	800 900-9276,	3
Applications@Laars.com Service@Laars.com		

Parts / Parts Identification			
Connor Daiglar, Supervisor		603 335-6300,	3
Parts@Laars.com			

Commissions, Manufacturers Reps	800 559-1583	Fax
Danny Comellas	603 335-6300,	x6311

Certified Service Centers	603 335-5212	Fax
Lorraine Lanoie	603 335-6300,	x6547

Credit/Receivables, accountsreceivable@laars.com	800 559-1583	Fax
Danny Comellas	603 335-6300,	x6311

Customer Service	800 559-1583	Fax
Sunna Ziakas, Manager	800 900-9276,	1
Melissa Tower	800 900-9276,	1
Cammie Hunt	800 900-9276,	1
Kathleen Stacey	800 900-9276,	1
Jillian Blattenberger	800 900-9276,	1
Orders@Laars.com		

Export Information	800 559-1583	Fax
Customer Service	800 900-9276,	1

Freight Claims / Quotes	800 559-1583	Fax
Customer Service	800 900-9276,	1

Literature Orders	PDF's available at www.laars.com	
Chelsey Puffer, Marketing Specialist	603 335-6300,	x6677
Visit www.Laars.com > Partner Area > Order Literature		

Logo Artwork			
Dru Bussiere, dbussiere@laars.com		603 335-6300,	x6205

Marketing			
Chuck O'Donnell, Director	603 335-6300,	x6590	
Chelsey Puffer, Marketing Specialist	603 335-6300,	x6677	
Joan Mishou, Product	603 335-6300,	x6558	
Harvey Turner, Graphics	603 335-6300,	x6315	

New Accounts	800 559-1583	Fax
Danny Comellas	603 335-6300,	x6311

Promotional / Co-op Orders	Contact your RSM
visit www.Laars.com > Partner Area > Co-op Merchandise	

Territory Service Managers	
Brian Gard, Central	770 560-1111
Brett Daines, West	603 923-5801
Ernie Zintel, Northeast	603 923-5911
John Monaghan, Mid-Atlantic	603 923-9773

Training	
Steve Moruzzi, Manager	508 380-3418

RGa Inquiries / Requests	800 559-1583	Fax
Lorraine Lanoie	603 335-6300,	x6547
warranty@laars.com		

Warranty Part Orders	800 559-1583	Fax
All payable POs need to go to Orders@laars.com and follow up with RGA if under warranty		

CANADA / INTERNATIONAL		
Sales - Canada		
Gino DiNezza, National Sales Manager	819 513-0363	
Rita Franco, Customer Svc Mgr	905 203-0600,	4229
Ayman Alarachi, Assistant Product Mgr	437 221-0432	
Nicole Daroux, Sls & Pricing	905 203-0600,	4245
George Wong, Applications	905 203-0600,	4241

Warranty / Technical Support - Canada			
Errol Hibbard, Nat'l Svc Mgr	905 203-0600,	4262	
Cherry Miniano, Parts, Warranty, RMA	905 203-0600,	4236	
Aretha Fraser, Warranty Data	905 203-0600,	4224	
Patti Hearn, Warranty Admin	905 203-0600,	4235	

International Sales	267 377-5991	Cell
Carlos Morales, Director	215 641-9400,	2181

Hydronic Specialty Product Distribution & Direct Sell Markets

9163



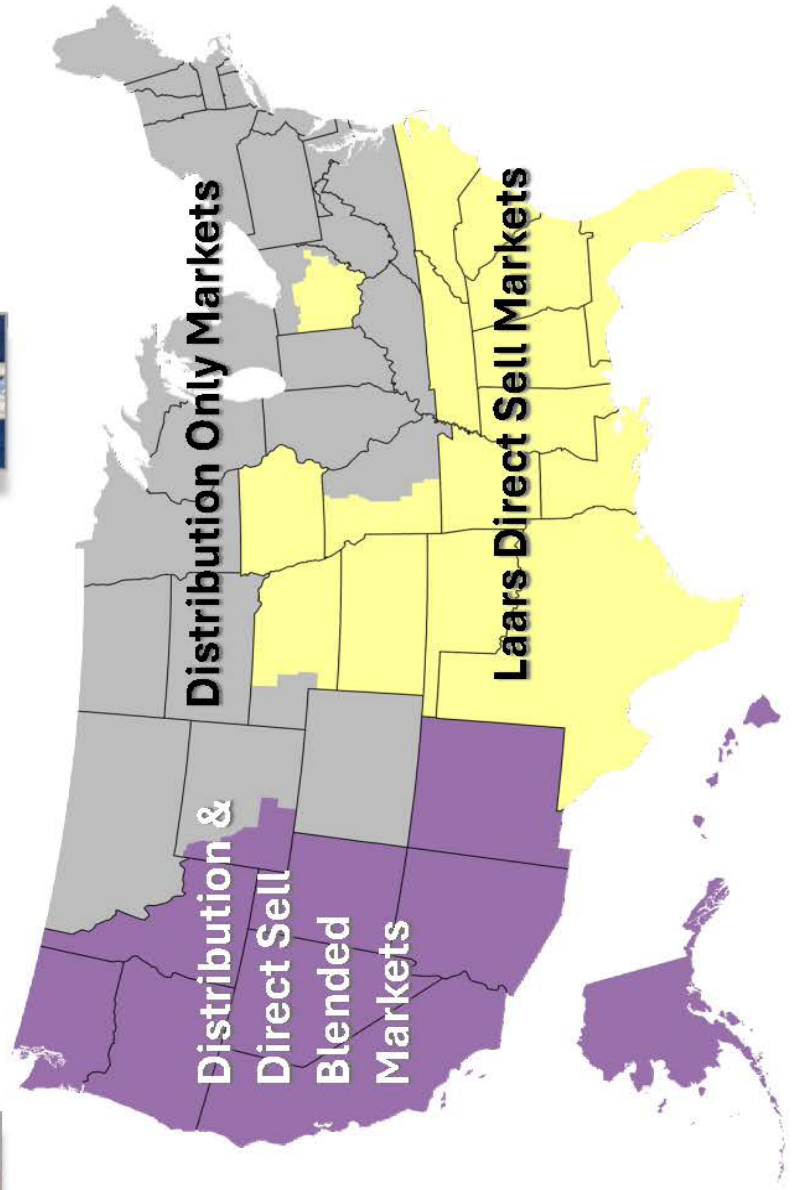
Jim French
Vice President of Sales -
Boilers & Specialty Products
267.410.9407



John Brody
Sr Director of Sales - Direct Sales Channel
jbrody@laars.com
603.507.8598

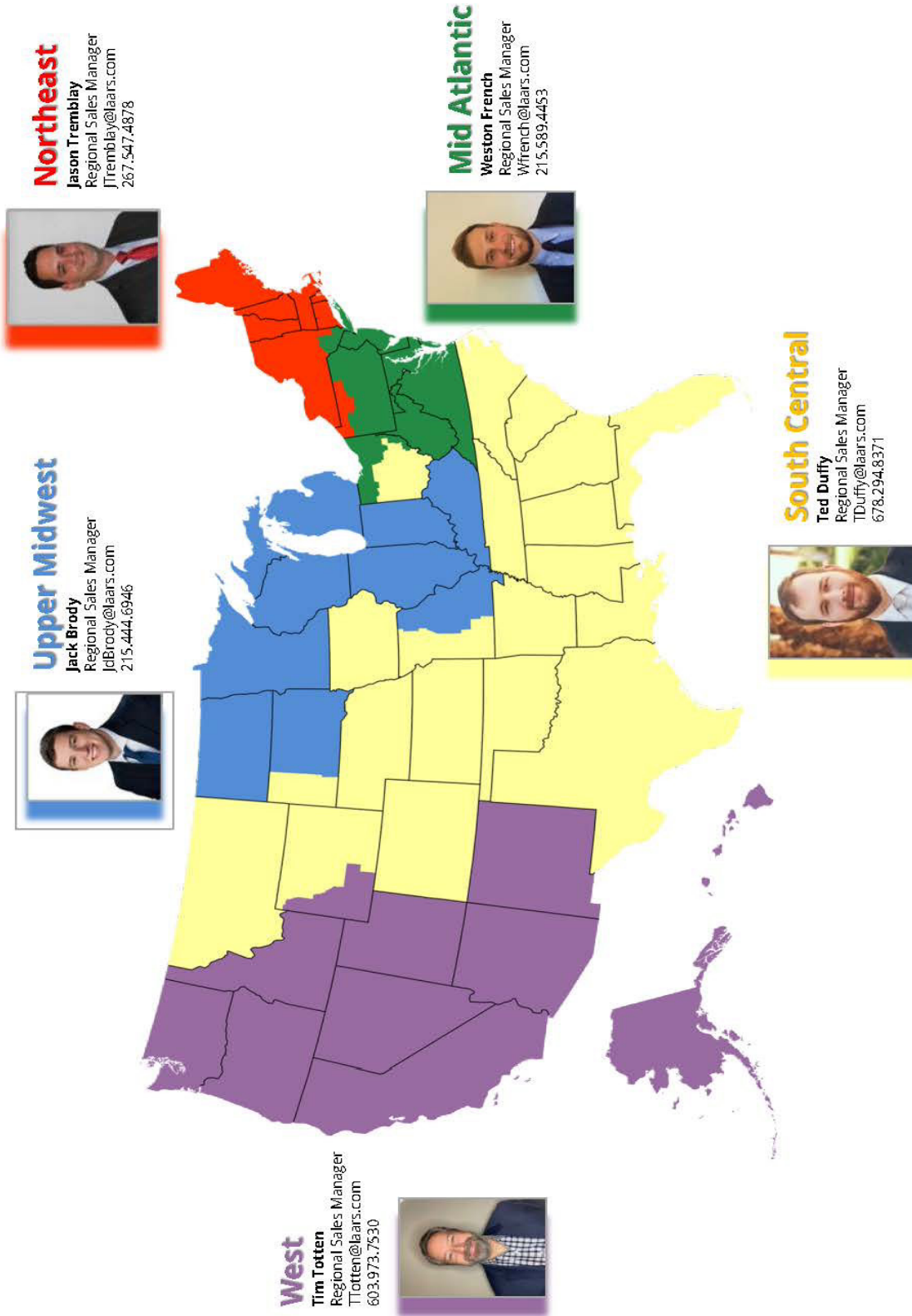


Mark Avron
National Sales Manager – Distribution Channel
Mavron@Laars.com
267.643.1573



Laars Sales Regions & Managers

9163



Laars US Service Territories



Tod Hebert Customer Support Manager
THebert@laars.com
603.335.6300 x6577 / 603.781.3107 (cell)



West
Brett Daines
Territory Service Manager
BDaines@laars.com
603.923.5801



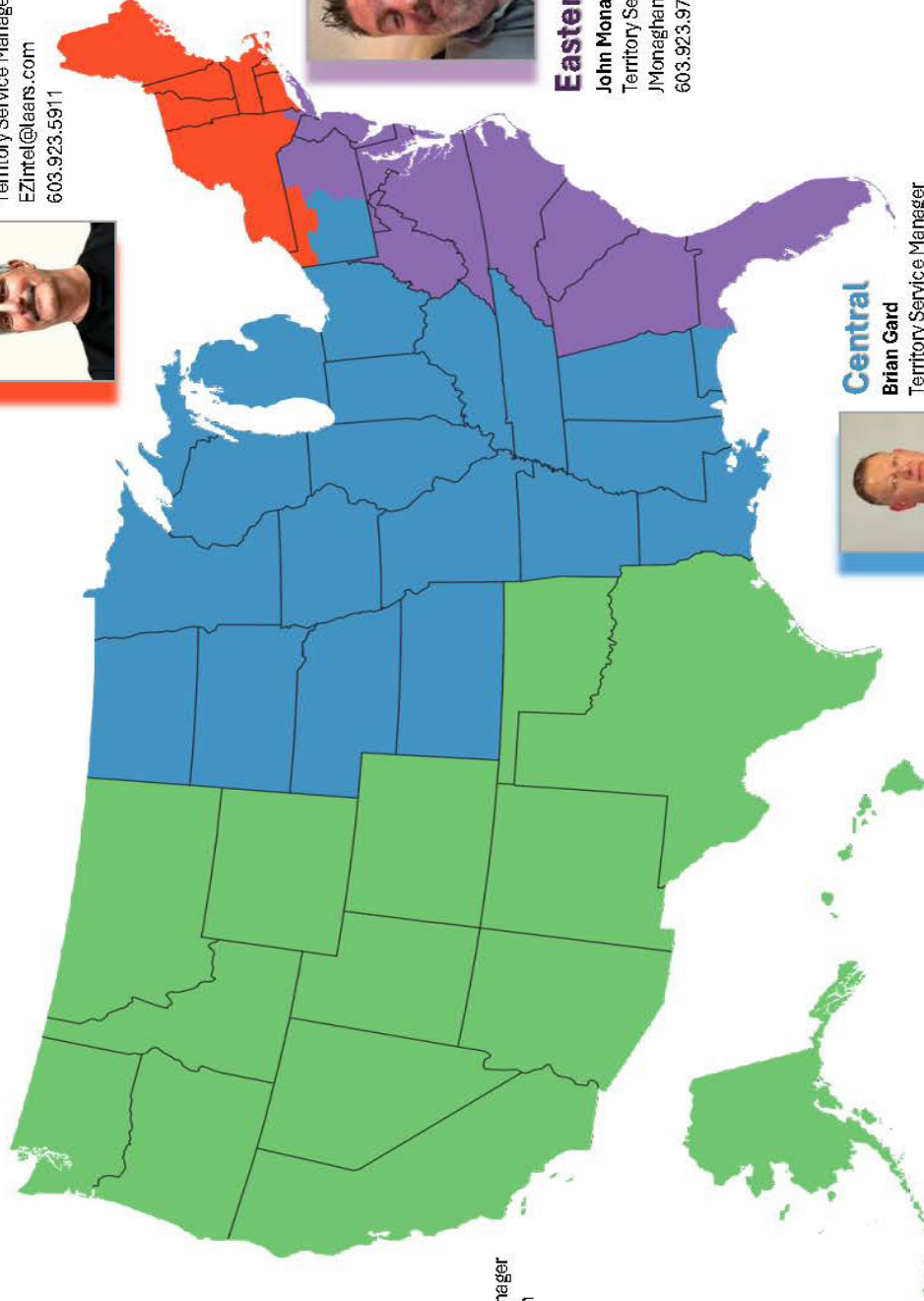
Northeast
Ernie Zintel
Territory Service Manager
EZintel@laars.com
603.923.5911



Eastern Atlantic
John Monaghan
Territory Service Manager
JMonaghan@laars.com
603.923.9773



Central
Brian Gard
Territory Service Manager
BGard@laars.com
770.560.1111



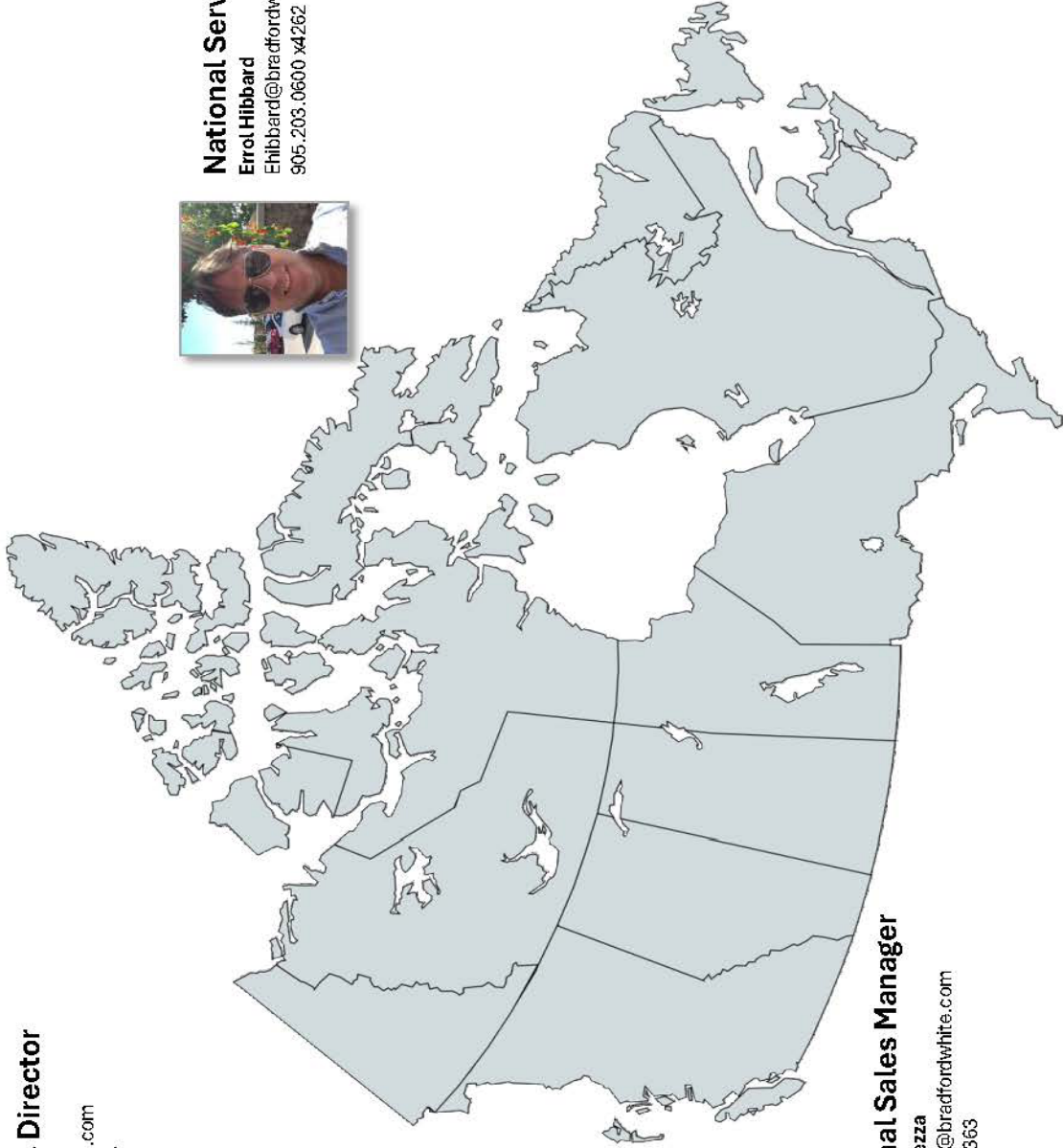
Laars Canada Sales & Service Regions & Representatives



Sr. Sales Director
John Brody
JBrody@laars.com
603.507.8598



National Service Manager
Errol Hibbard
Ehibbard@bradfordwhite.com
905.203.0600 x4262



National Sales Manager
Gino DiNezza
GDiNezza@bradfordwhite.com
819.513.0363

Co-Op Advertising

Laars Heating Systems supports our manufacturers' reps in their efforts to promote our products by sharing advertising costs and providing complimentary catalogs. After reviewing and approving your ad copy, we will contribute up to 50% of reasonable advertising costs.

A request must be submitted to your Laars Regional Sales Manager at least 45 days prior to the advertising deadline. To guarantee that only the most current and accurate information is printed, and to conform to corporate policy, all use of the Laars name and logo

in advertising must be pre-approved by the Laars Marketing Department.

This process must be completed for each ad placement, regardless of whether the ad was approved in previous years.

Please contact the Marketing Department if you have any questions regarding this policy.

Co-Op Trade Shows

Laars supports our manufacturers' reps in their efforts to promote our products at regional trade shows. Laars Heating Systems' marketing will contribute up to 50% of the cost of the booth space at shows in which our products are prominently featured.

A request must be submitted to your Laars Regional Sales Manager at least 60 days prior to the trade show.

Please note that this process must be completed for

each trade show, regardless of whether the show was approved in prior years.

Please contact your Laars Regional Sales Manager if you have any questions regarding this policy.

Co-Op Promotional Items

We support our manufacturers' reps in their efforts to promote our products through the distribution of approved promotional items. Laars Heating Systems provides you with the opportunity to order select promotional items from us at up to 50% of our cost. To view a complete catalog of available items, go to our ordering site at www.laars.com > Partner Area > Co-op Merchandise. You'll be asked for your information and will then be issued a user name and password.

We welcome your suggestions for other items that you would like offered. Please note, however, that in order to maintain high standards of quality and adhere to corporate guidelines regarding the use of our company name, only Laars Marketing Department can produce promotional items with the corporate logo. Any unauthorized use of our company logo is strictly prohibited.

Please contact the Marketing Department if you have any questions regarding this policy.

Display Units Policy

1. Efforts to use local products for trade shows should be made.
2. Usage will be granted on a first-come, first served basis to all Laars Sales Team, Reps and Wholesalers.
3. Requests must be made 60 days in advance, in writing, to the Marketing Department.
4. Normal (ground) transportation costs to tradeshow will be paid by Laars.
5. If less than 60 days notice is given, Laars will try to accommodate the request, and priority transportation charges will be the responsibility of requester.
6. Transportation from tradeshow (return of unit) will be paid by Rep or Wholesaler.
7. Unit is to be returned in same condition, with all components, as provided, unless other arrangements have been made. Failure to return unit will result in invoice to requestor.
8. Information required by Laars for usage of display unit:
 - Name of tradeshow and starting/ending dates
 - Size and cost of booth space rented
 - Company name, address, phone
 - Name of person requesting display unit and address, phone number (if different).
 - Ship to address to send display unit to.

Portable and Pop-Up Display Policy

1. Usage will be granted on a first-come, first-served basis to all Reps and Wholesalers.
2. Requests must be made 4 weeks in advance, by writing, to your Laars Regional Sales Manager.
3. Normal (ground) transportation costs to tradeshow will be paid by Laars.
4. If less than 2 weeks notice is given, Laars will try to accommodate the request, and priority transportation charges will be the responsibility of requester.
5. Transportation from tradeshow (return of display) will be paid by Rep or Wholesaler.
6. Display is to be returned in the same condition, with same posters, as provided, unless other arrangements have been made. Replacements will be billed at-cost.
7. Information required by Laars for usage of display:
 - Name of tradeshow and starting/ending dates
 - Cost of booth space rented
 - Company name, address, phone
 - Name of person requesting display and address, phone number (if different), and ship-to address to send display.

LAARS Logo and Style Guide

Use this page as a guide for reprinting the LAARS logo. The elements of the logo shown here must always appear in the same position and size in relation to each other, regardless of overall size the logo is reproduced.

Do not use any of the elements individually, or change the color structure.

The gold color used should be reprinted in metallic (pms 872) or spot color (pms 124) when possible.

When process color must be used, the CMYK breakdown is 27M, 100Y, 18K.

If you would like a digital file of the logo, please e-mail your company name, address and contact info to Marketing@Laars.com. Let us know of the usage requirements (size, color or black/white, resolution, file format preferred, where logo is to be used, etc.).



Black and white logo.



2-Color logo.



4-Color logo.

Literature Orders

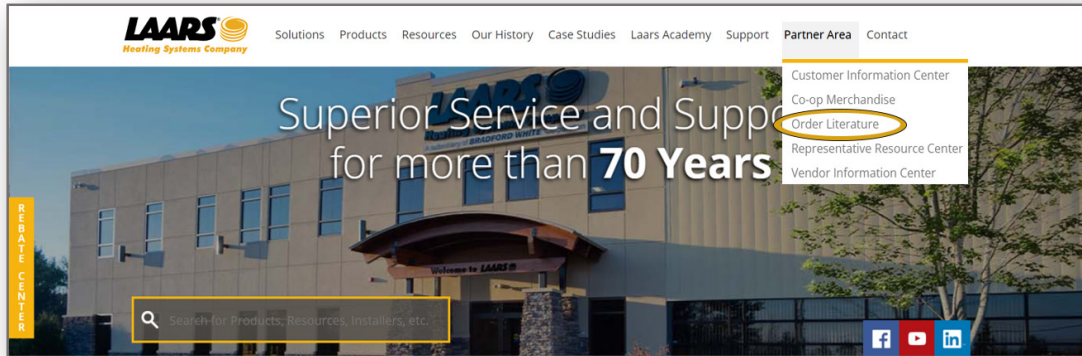
We recommend that you view the tutorial before ordering literature for the first time, as there are a couple of steps that are necessary for the system to accept your order.

Literature may be ordered 24 hours a day, 7 days a week from our automated site. Orders are normally shipped within 48 hours.

www.Laars.com

Partner Area

Order Literature



E-mail Chelsey Puffer at cpuffer@laars.com if you need assistance ordering literature. Please include your literature request, company name, shipping address, phone and e-mail information.

E-Mail Sign-Up

It is important that Laars Heating Systems be able to get necessary information to you as quickly as possible. By using e-mail, we can provide you with up-to-date announcements and product information easily, quickly and inexpensively. Please help us by providing your business e-mail address.

If you no longer wish to receive e-mails, want to review your company's addressees, or have additional names from your company to add, send your request to marketing@laars.com

Your Website Address

Laars Heating Systems will include your website address on our own www.Laars.com site on the Sales Representatives page. By providing this information, website users will be able to jump to your site by clicking on your address.

Send your request to marketing@laars.com

U.S. Monthly Sales Reports

After each month's closing, Laars emails Manufacturer Representative Sales Reports to each U.S. Representative. This report can be emailed to multiple recipients. Please contact Sunna Ziakas at SZiakas@Laars.com or 603-335-6300 x537 to be set up to receive this report.

Commission Reports and Payments

The next page shows a sample Commission Report explaining the details of the standard Commission calculation. This report and your commission checks are issued on the third full fiscal week of each month. Commission payments are made based upon date of invoice, which equals shipment date. All sales orders are emailed daily for new orders from your customers. Please match those copies to this report for more details.

If you have any questions regarding your commissions, please contact our Credit Manager.

Invoice Commission report ("I" Type)
For All Commissionable Invoices
with Invoice dates between 08-01-12 and 09-01-12
Sales Rep 0S1 SAMPLE REPORT

Cust Nbr	Customer Name	D C	Invoice Number	Invoice Date	Line Item Total	Invoice Total	Invoice Balance Due	Commission Amount	Commission Due	Hld	Ship to City	ST	SO Nbr	Customer Original PO
3351412	BOILER COMPANY		L117687	8/3/2012	507.00	507.00	507.00	25.35	25.35		Rochester	NH	791584	456789
3351413	BOILER COMPANY		L117688	8/3/2012	3778.60	3778.60	3778.60	188.93	188.93		Rochester	NH	791585	357951
3351412	BOILER COMPANY		L117689	8/3/2012	1607.50	1607.50	1607.50	96.45	96.45		Rochester	NH	791586	519736
					5893.10	5893.10	5893.10	310.73	310.73	0				
					Total Line Items	Total Customer Invoice	Unpaid Invoice Balance (this has no bearing on commission payment)	Your Commission Dollars	Your Commission (% may vary depending on price levels and any special job specific agreements)		City Shipped To	State Shipped To	Sales Order Number	Original PO Number

Note: In general, Laars makes every effort to issue Commission checks the third full fiscal week of the month.
The payment received is for all shipments in the prior month.

Sales Order Procedure

There are several key factors required by the customer service team to enter a sales order and ensure your order processes smoothly:

- Sold to (billing customer)
- Ship to address
- Purchase order number
- Terms of the sale
- Include model number and options
- Freight Charges (who pays freight)
- Ship Via (if you have a preference when you are paying the freight)
- Quantity and products ordered (include model no. and options)
- List price and multiplier
- Special Instructions (if applicable, call before delivery, etc...)

A valid customer P.O. is required for all customer orders. Valid customer P.O.'s include all of the above and are submitted on the customers letterhead or P.O. form.

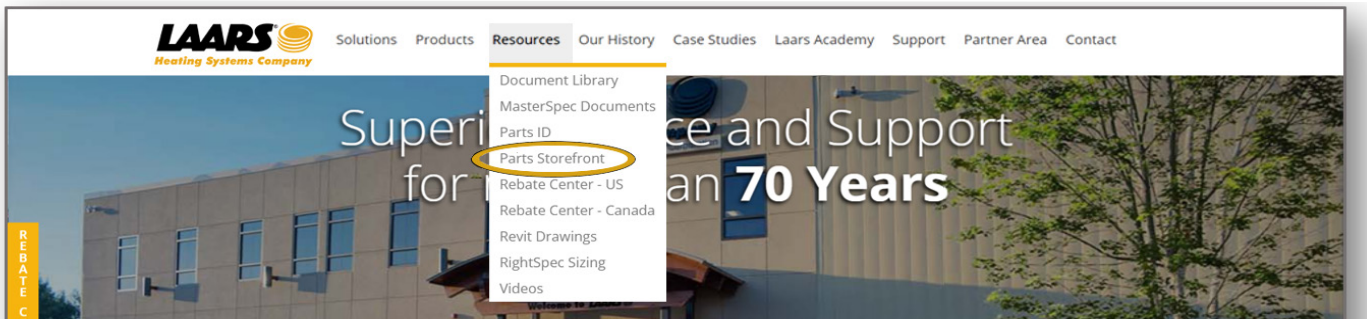
All orders should be faxed to the Customer Service Dept. at 800 559.1583, or emailed to orders@laars.com

Online Parts Ordering

Laars has an online parts ordering portal for direct and existing customers. Using this portal to order has many benefits:

- Shows current inventory
- Gives freight options and costs
- Shows your cost for each item
- Search feature
- List upload feature
- Save carts for future orders
- Create and use favorites lists

Visit www.Laars.com > Resources > Parts Storefront to register for access today. Detailed instructions are available there. It is recommended you review these prior to placing your first order.



Procedure for Opening New Customer Account

If you have not yet received a Laars Credit Application, please contact the Laars Credit Department at: accountsreceivable@laars.com or by calling 1-603-335-6300 ext 311

Opening a New Customer Account

The customer must complete, sign and submit the Credit Application along with a Resale Tax Certificate and W9 to:

Laars Heating Systems
20 Industrial Way
Rochester, NH 03867
Attn: Credit Department

or fax to 800-559-1583
or email accountsreceivable@laars.com

The Resale Tax Certificate is necessary for any account that is re-selling product. If a re-sale tax certificate is not submitted, any sales tax will be the customer's responsibility.

The average response time, after the application is received by the Credit Department, is ten business days. However, if orders are pending, every effort will be made to provide a decision within 24 hours after a signed application is received. Please contact the credit department if you have rush orders that must ship in an expedited fashion.

For U.S. orders: Invoices, sales order acknowledgments, and shipping acknowledgments can be emailed, faxed, or a combination of both. They can be sent to multiple recipients. Email SZiakas@Laars.com to receive these items.

On-line U.S. Customer Information Center

The Laars On-Line Customer Information Center grants U.S Representatives access to a detailed information of your company's orders and return material authorization (RMA) requests. Order and RMA information can also be obtained for the customers in your territory, if you desire. Each section is equipped with a search and filter function to assist you in finding desired information.

Order Tracking gives you access to:

- Order Status
- Order Billing and Shipping Addresses
- Order Line Items Ordered
- Shipping Status (including tracking numbers)
- Invoice Summary Information

RMA

- Status of RMAs
- RMA Line Items
- RMA Credits

Copies of invoices can be printed from the invoice section. Access to account status must be approved by an owner or principal of your company and can be access by the Statement tab.

List Price gives you access to current List Pricing

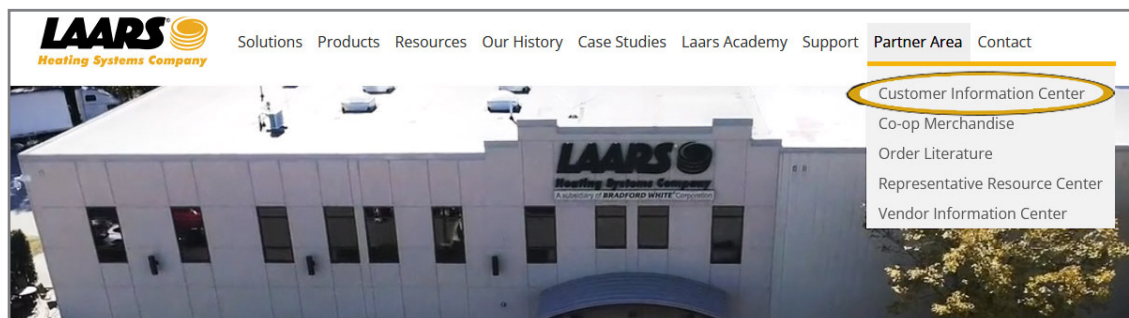
Reports

- Lead Time Report
- Finished Goods Report

Parts ID displays parts list based on serial number

Select Customer gives access to the order and RMA information for customers in your territory.

For security reasons, registration must be completed via our website. Logins should NOT be shared. The registration process is quick and simple. Go to www.Laars.com, hover the cursor over "PARTNER AREA" and click on "Customer Information Center." Remember, to us you are a customer, not a vendor, so be sure to use the Customer Information Center, not the Vendor Information Center.



The Customer Information Center page will be displayed. Click on "First Time Registration."



Customer Information Center

[US Portal Login](#)

[Laars Terms & Conditions of Sale](#)

Next, you will be shown the Login / Request New Account page. Click on Request Account.



Built to be the Best®

Login

Email Address	<input type="text" value="Email"/>
Password	<input type="password" value="Password"/>
<input type="button" value="Login"/>	<input type="button" value="Request Account"/>
Forgot Password	

After clicking on "Request Account," the following screen will appear. Fill in the information shown below. Please be sure the check the boxes indicating the access that you want to have. Click on the "Send Request" button.



Existing Customer Login Request	
Your Account Number	<input type="text"/>
Your Company Name	<input type="text"/>
Branch Name	<input type="text"/>
Branch Address	<input type="text"/>
Branch State	<input type="text"/>
Your First Name	<input type="text"/>
Your Last Name	<input type="text"/>
Your Phone Number	<input type="text"/>
Email Address	<input type="text"/>
Company Principal Approver Email	<input type="text"/>
Requested Password	<input type="password"/>
Confirm Password	<input type="password"/>
Requesting Access to these functions <input type="checkbox"/> Store <input type="checkbox"/> RMA <input type="checkbox"/> Order Tracking <input type="checkbox"/> PartsID <input type="checkbox"/> Reports <input type="checkbox"/> List Price <input type="checkbox"/> Accounts Receivable (Invoices and Statements)	
<input type="button" value="Send Request"/> <input type="button" value="Cancel"/>	

An email will be sent to the Inside Sales Manager, who will activate your account. Once your account has been activated, we will send an email back to let you know that your access has been granted.

If you have questions about our Customer Portal, please contact Sunna Ziakas at SZiakas@laars.com or 603.335.6300 x6537

The customer must request an authorization number to return any product purchased from Laars. This can be done by e-mailing or faxing the RMA form (attached). When information is complete, an RMA number will be assigned and e-mailed or faxed back to the originator. An RMA is used to request the return of an item to Laars that was ordered incorrectly, was shipped incorrectly, is returnable for resale (new and unused – a 25% restock fee may apply), or is a warranty part (to be tested for determination if credit will be applied or the part will be replaced by Laars).

When a customer requests a material return, an RMA number will be issued by Laars. Laars must receive the RMA form with specific information that will help Laars receive reimbursement from vendors, and to address any Laars quality problems that may be related to the failed part. The following information is required:

Model number:

- If the request is for the return of a complete unit, use that model number.
- If the request is for the return of a part that was taken from a unit, include the model number of the unit that the part was taken from.

Serial number:

- If the request is for the return of a complete unit, use that serial number.
- If the request is for the return of a part that was taken from a unit, include the serial number of the unit that the part was taken from.
- Part number of the part that is being returned.
- Reason for the return – In the case of a failed part for warranty, a description of the failure must be included (i.e. noisy pump bearing, leaks, does not sense flame, etc.)

Please also note the following:

- Customers are responsible for freight costs unless otherwise specified.
- The RMA number must be clearly marked on all packages and paperwork. Without this we are unable to track your request. If not marked with the RMA number, packages will be returned at the expense of the sender.

Laars has time restrictions for returning defective parts to our vendors for warranty. Therefore, we must impose time restrictions on RMA claims. Please note the following:

- A claim will not be accepted if it is requested more than 45 calendar days from date of failure.
- A claim will be closed if the part has not been returned within 60 days from the date the RMA is issued, and it will not be re-opened.
- If an RMA part returned under a warranty claim or new/unused request is denied coverage, the customer will be provided with a written reason for the denial of the claim. If a warranty claim is denied for any reason, you have the right to have the parts returned to you. You will have 15 days to request return of the parts or they will be scrapped by Laars.
- Laars will make every effort to evaluate materials returned under these RMA procedures as quickly as possible, and will try to render decisions 30 calendar days after receipt of the returned material.

These procedures are put in place to expedite the RMA process for you, the customer, and for our staff. We cannot make individual exceptions. We hope you understand these requirements and will help us to make sure the RMA process works smoothly.

Unless otherwise specified on the forms, replacement parts may be provided in lieu of credit at our discretion.

PARTS WARRANTY

The standard warranty for parts is 1 year from date of installation. It does not include labor charges.



**MUST RETURN ITEMS TO
THIS ADDRESS.**

20 Industrial Way
Rochester, NH 03867
PHONE: 800-900-9276 x 6547
EMAIL: warranty@laars.com
FAX: 1-800-559-1583

Return Material Authorization (RMA) Request Form

RMA Number:

Date:

(To Be Determined by Laars Heating Systems)

Company Name:

Address:

Phone:

Fax:

Contact:

E-Mail Address:

Laars Part Number:

QTY:

Description:

Reason for Return (Select One):

Drop down arrow above

Explanation of Failure (please be specific): *********

From Model Number:

From Serial Number:

Date Installed (mm/dd/yyyy):

Date Failed (mm/dd/yyyy):

Original PO # or Laars Invoice #:

Replacement Part Purchased Under PO#:

Debit Memo#:

Serial Number of Replacement Unit:

Select One: **Credit / Replacement**

Instructions for Returning Material:

1. All information is required for consideration of credit or replacement.
2. Entries on these RMA forms do not bind Laars.
3. Customer is responsible for FREIGHT, unless otherwise specified.
4. New and Unused items are subject to a 25% restock fee, unless otherwise specified.
5. RMA number must be clearly marked on ALL packages received, otherwise packages will be returned at customer's expense.
6. Retain a copy containing RMA # for your records.
7. When returning part(s), please include a copy of this **COMPLETED** RMA and advise of DM# if you have issued one.
8. Fax or email the completed form to the above contact information. The RMA# will be returned back to you, authorizing return of product.
9. **PRODUCT MUST BE RETURNED WITHIN 45 DAYS OF PRODUCT FAILURE.**

RMA EXPIRES 60 DAYS FROM ISSUE DATE.

Page ____ of ____

USE ADDITIONAL FORMS IF MORE SPACE IS NEEDED