

# REDZONE PARTNERSHIP PROGRAM



## MAXIMIZE YOUR PROFITABILITY

Flexibility to Earn Higher Rebates Based on Participation

### ADVANTAGES:

- » Offers a front-end discount of 3.8% at time of purchase on machine stocking requirement
- » Offers a complete showroom program that combines machines, accessories and consumable partner programs
- » Flexibility to stock machines that fit specific market needs
- » Tiered format allows a Distributor to earn higher machine rebate amounts based on participation level and the ability to earn extra machine rebates by leveraging participation in additional Partnership Programs
- » Display hardware, setup and support included with applicable Partnership Display Programs

### HOW IT WORKS:

1. Lincoln Electric & Distributor enter into a partnership agreement. See Lincoln Electric RedZone Distributor Agreement for more information.
2. Distributor selects a level of participation for machine stocking requirements (1, 2 or 3)
3. Distributor orders & maintains placement of the Level 1, 2 or 3 machine stocking requirements in a minimum of 75% of their store locations.\* (50% in store - 25% network).
4. For RedZone Bonus Rebate, distributor orders and maintains placement of Bonus Rebate machine stocking requirements in a minimum of 75% of their store locations.\* (50% in store - 25% in network)
5. If distributor participates in and is in compliance with additional partnership programs, then they will receive extra rebates on the stocking requirement machines – see RedZone Rebates Chart
6. Distributor must submit a quarterly system-generated inventory report confirming RedZone program compliance. Back orders will count towards inventory
7. Quarterly rebates will be provided to Distributors that meet program compliance

**Contact your Lincoln Electric Sales Representative for full details.**

\*Store is defined as any location that handles hard-goods transactions.  
See Partnership Program Agreement for full details. Program may be updated or canceled at any time.

### Program Details

#### Machine Stocking Requirement

|                               | Level 1     | Level 2     | Level 3     |
|-------------------------------|-------------|-------------|-------------|
| POWER MIG® 140 MP® or 211i    | 1           | 1           | 1           |
| POWER MIG® 215 MPI™           | 1           | 1           | 1           |
| POWER MIG® 256, 260, or 262MP | 1           | 1           | 1           |
| Square Wave® TIG 200          | 1           | 1           | 1           |
| Ranger® 225                   |             | 1           | 2           |
| Ranger® 250 GXT               |             |             |             |
| Ranger® 260 MPX™              |             |             |             |
| Ranger® 330 MPX™              |             |             |             |
| Ranger® 330 MPX™ EFI          |             |             |             |
| <b>TOTAL MACHINES</b>         | <b>4</b>    |             |             |
| <b>Base Quarterly Rebate</b>  | <b>3.8%</b> | <b>4.8%</b> | <b>5.8%</b> |

#### RedZone Rebates

| Base Rebates         | Quarterly Rebate |
|----------------------|------------------|
| Level 1              | 3.8 %            |
| Level 2              | 4.8%             |
| Level 3              | 5.8%             |
| <b>Bonus Rebates</b> |                  |
| Sprinter 180Si       | + 0.5%           |

#### Partner Programs

| Extra Rebates             |        |
|---------------------------|--------|
| VIKING™ Helmets           | + 0.5% |
| Magnum® PRO Guns          | + 0.5% |
| Welding Apparel & Gear    | + 0.5% |
| Tomahawk® Plasma Cutters  | + 0.5% |
| Small Package Consumables | + 0.5% |
| Alloy Filler Metals       | + 0.5% |
| MIG Wire                  | + 0.5% |
| Cored Wire                | + 0.5% |
| Harris Gas Equipment      | + 0.5% |



# Showroom Branding Program

Lincoln Electric is proud to offer a variety of display sizes and formats to meet your showroom needs. From small carts to large multi-sided displays, window and floor graphics, we have what you need to prominently feature key machines, consumables, gear and more.

- » Flexibility to feature product that aligns with market needs
- » Heavy-duty steel display framing with durable powdered-painted finish and see-through grid system to help deter theft
- » Eye-catching signage features product information to aid in decision making process
- » Free display hardware included with Partnership Display Programs where applicable
- » Machine display hardware, window and floor graphics are covered by Discretionary Marketing Funds (DMF)

See publication MC22-28, Showroom Branding Program, for display details and ordering information.



1. Window Graphics
2. Small Machine Cart
3. MIG & TIG Welders Display
4. Tomahawk® Plasma Cutters Display
5. Small Package Consumables Display
6. Engine Drive Cart
7. Floor Graphics
8. VIKING™ Helmets Display
9. Welding Apparel & Gear Display
10. Welding Guns Display

## CUSTOMER ASSISTANCE POLICY

The business of Lincoln Electric is manufacturing and selling high quality welding equipment, automated welding systems, consumables, and cutting equipment. Our challenge is to meet the needs of our customers, who are experts in their fields, and to exceed their expectations. On occasion, purchasers may ask Lincoln Electric for information or technical information about their use of our products. Our employees respond to inquiries to the best of their ability based on information and specifications provided to them by the customers and the knowledge they may have concerning the application. Our employees, however, are not in a position to verify the information provided or to evaluate the engineering requirements for the particular weldment, or to provide engineering advice in relation to a specific situation. Accordingly, Lincoln Electric does not warrant or guarantee or assume any liability with respect to such information or communications. Moreover, the provision of such information or technical information does not create, expand, or alter any warranty on our products. Any express or implied warranty that might arise from the information or technical information, including any implied warranty of merchantability or any warranty of fitness for any customers' particular purpose or any other equivalent or similar warranty is specifically disclaimed.

Lincoln Electric is a responsive manufacturer, but the definition of specifications, and the selection and use of specific products sold by Lincoln Electric is solely within the control of, and remains the sole responsibility of the customer. Many variables beyond the control of Lincoln Electric affect the results obtained in applying these types of fabrication methods and service requirements.

The Lincoln Electric Company  
22801 St. Clair Avenue • Cleveland, OH • 44117 • U.S.A.

[www.lincolnelectric.com](http://www.lincolnelectric.com)