

# World Marketing of America, Inc.



*"Serving You Since 1982"*

November 5, 2010

TO: All Retailers  
RE: Warranty Claims

Keeping your cost of product as low as possible is one of World Marketing's primary goals. To help minimize these issues World Marketing regularly reviews returned products to insure our factories are maintaining our high quality standards. One of the areas that can have a significant impact on product costs is the increasing challenge of product returns that are functioning properly or that are out of the warranty period.

While we all want to maintain satisfied customers, none of us can afford to offer unlimited return privileges or operate a seasonal exchange business. The following are some clarifications to World Marketing's warranty policy.

1. **Our warranty covers manufacturing defects and workmanship only.** Consumer misuse or abuse is not covered.
2. World Marketing's warranty policy for uninstalled product is to replace product during the first 30 days after retail sale. The remaining warranty (day 31 thru day 365) is a repair or replace the item at World Marketing's option. Therefore if there is a warranty issue more than 30 days after the sale, you may choose to direct the consumer to contact World Marketing directly at 1-800-776-9425 or [techsvc@worldmktng.com](mailto:techsvc@worldmktng.com). When directing a consumer to contact World Marketing please inform them that they will need the following information:
  - i. Place of purchase
  - ii. Confirmation of date of purchase or previous registration of warranty
  - iii. Heater model number and serial number
  - iv. Specific details of problem
3. Installed product should be field serviced whenever possible. World Marketing maintains an extensive network of service providers. Contact your customer service representative at 1-800-233-3202 if you are in need of field service or if you are interested in providing in-home service.
4. Consumer failure to perform general maintenance as outlined in the owner's manual voids all warranty.
5. All warranty claims must be made within the 1 year warranty period only.

6. All warranty must be handled directly with World Marketing regardless of where product was purchased by the retailer. No product should be returned to a distributor warehouse.

We ask all Retailers for their assistance in maintaining a responsible warranty program. You can help by confirming the following before accepting a return.

1. Post a heater warranty policy (a suggested policy is enclosed) in your store.
2. Encourage consumers to register the warranty provided with the product.
3. Confirm heater is within the warranty period when there is an issue.
4. Confirm that there is really a warranty issue (manufacturing defect or workmanship issues). Use of improper fuel, consumer misuse, incorrect installation or consumer failure to perform general maintenance are not covered by warranty.
5. Often an inexpensive and easy to replace part may be all that is needed to return the heater to proper operation. World Marketing will work with retailers to help keep product in-the-field.

Your assistance and cooperation with these common sense approaches will help keep prices as low as possible for all of us. Thank you in advance for your cooperation and assistance. Please give your sales representative a call should you have any questions or additional suggestions.

Sincerely,  
World Marketing of America, Inc.