



DATE: July 9, 2010
BULLETIN NO.: KMC070610A
TO: AMTROL Wholesalers
SUBJECT: The Next Generation WELL-X-TROL®

WELL-X-TROL changed an industry in 1963 and we've been the Professionals' Choice ever since. Nearly five decades later our leadership continues through quality and innovation. Continuing that tradition for 2010, WELL-X-TROL Professional is receiving enhancements that will redefine standards in well tank function and performance.

This July, we're upgrading WELL-X-TROL Professional, all at no additional cost to you. It's how we continue to earn the title *Well Above the Rest*™.

Here are the new features standard on WELL-X-TROL Professional for 2010.

- *High Strength Steel (HSS) with best-in-class 150 psig working pressure*
- *New Tuf-Kote™ indoor/outdoor coating technology, now standard on all models in Amtrol blue, tan and gray*
- *New rugged Durabase™ composite tank stand will be available as an option in the fourth quarter of 2010*
- *All stand models will now have a unique water circulation device called the Turbulator™.*
- *The industry's longest warranty: 7 years*



Throughout July, you'll see a transition to the next generation of WELL-X-TROL Professional.

Please notify your customer that orders shipped July 19th or after will have the new WELL-X-TROL Next Generation part number listed on page 2.

Frequently Asked Questions:

When will new WELL-X-TROL Professional models ship?

AMTROL will begin shipments in July 2010, with a full changeover by early August.

Is there a price increase for these enhancements?

There is no price increase for these enhancements.

How can I identify new product in my warehouse?

New packaging is provided. Cartons will be marked with 2-1/2" fluorescent yellow dot with the word "NEW".

What about older WELL-X-TROL tanks that I have in stock today?

AMTROL understands the difficulties that the launch of the WELL-X-TROL Next Generation may cause you in moving existing inventory. As a result, AMTROL will extend the warranty from 5 to 7 years on all inventory manufactured on or after April 1, 2010.

When will brochures be available?

WELL-X-TROL Next Generation brochures will be available in the first week of August.

Model Number	Blue Part Number	Tan Part Number	Grey Part Number <small>Made To Order Only (15 day lead-time)</small>
WX-101	WX101	N/A	WX101-G
WX-102	WX102	N/A	WX102-G
WX-103	WX103	N/A	N/A
WX-104	WX104	N/A	N/A
WX-200	WX200	N/A	N/A
WX-102PS	WX102PS	N/A	N/A
WX-105PS	WX105PS	N/A	N/A
WX-200PS	WX200PS	N/A	N/A
WX-202H	N/A	N/A	WX202H
WX-200-UG	N/A	N/A	WX200UG
WX-202-UG	N/A	N/A	WX202UG
WX-250-UG	N/A	N/A	WX250UG
WX-251-UG	N/A	N/A	WX251UG
WX-201	WX201	WX201-T	N/A
WX-202	WX202	WX202-T	WX202-G
WX-202P	WX202PA	WX202PA-T	WX202PA-G
WX-202XL	WX202XL	WX202XL-T	WX202XL-G
WX-203	WX203	WX203-T	WX203-G
WX-203P	WX203PA	WX203PA-T	WX203PA-G
WX-205	WX205	WX205-T	WX205-G
WX-205P	WX205PA	WX205PA-T	WX205PA-G
WX-250	WX250	WX250-T	WX250-G
WX-250P	WX250PA	WX250PA-T	WX250PA-G
WX-251	WX251	WX251-T	WX251-G
WX-251P	WX251PA	WX251PA-T	WX251PA-G
WX-255	WX255	WX255-T	WX255-G
WX-255P	WX255PA	WX255PA-T	WX255PA-G
WX-252*	WX252*	N/A	N/A
WX-302	WX302	WX302-T	WX302-G
WX-302P	WX302PA	WX302PA-T	WX302PA-G
WX-350	WX350	WX350-T	WX350-G
WX-350P	WX350PA	WX350PA-T	WX350PA-G

* WX252: Maximum Working Pressure of 100 psig and a 5 year Warranty.