



January 15, 2016

Attention US Pacific Energy and Piazzetta Dealers,

Welcome to a new year and a new online promotion:

Leap Into Savings!
From February 1 until March 31, 2016 - Consumers can save on select Pacific Energy Fireplace Products with a downloadable instant in-store discount coupon/email.

This program is based on our online model:

- Consumers are required to register online with a valid email address to receive the discount coupon/email (with a unique coupon code)
- Consumers receive a full discount at time of sale.
- Dealers enter sale claims (unique coupon code and serial number) online in the PROMOTIONS MANAGER (LOGIN required)
- Distributors will credit the Dealer all approved submissions when the program is fully closed (50% of total discount).
- This is a voluntary program: Dealers can opt-in or opt-out with participation

If you have any questions, comments or concerns, please contact your Sales Representative who will be happy to help make the program a success for your business.

PACIFIC ENERGY FIREPLACE PRODUCTS

2975 Allenby Road | Duncan, BC | Canada V9L 6V8
P 250.748.1184 | TF 1.888.223.0088 | F 250.748.0844

pacificenergy.net
piazzetta.com





LEAP INTO SAVINGS 2016

February 1 – March 31, 2016

Eligible Products and In-store Discounts

PACIFIC ENERGY WOOD

PE WOOD STOVES

NEO 1.6 Heritage	\$150
NEO 1.6	\$200
NEO 2.5 Heritage	\$200
NEO 2.5	\$250
NEOSTONE 1.6	\$250
NEOSTONE 2.5	\$350
Vista Heritage	\$100
Vista	\$150
Vista Classic	\$200
Super Heritage	\$150
Super	\$200
Super Classic	\$250
Summit Heritage	\$200
Summit	\$250
Summit Classic	\$300

PE WOOD CAST IRON STOVES

Alderlea T4	\$200
Alderlea T4 Classic	\$250
Alderlea T5	\$300
Alderlea T5 Classic	\$350
Alderlea T6	\$400

PE WOOD INSERTS

NEO 1.6 Insert	\$200
NEO 2.5 Insert	\$250
Vista Insert	\$150
Super Insert	\$200
Summit Insert	\$250
Alderlea T5 Insert	\$300
Alderlea T5 Classic Insert	\$350

PE WOOD FIREPLACES

FP16 and FP16 ARCH	\$250
FP25 and FP25 ARCH	\$300
FP30 and FP30 ARCH	\$350

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LEAP INTO SAVINGS 2016

February 1 – March 31, 2016

Eligible Products and In-store Discounts

PACIFIC ENERGY GAS

PE GAS INSERTS

Broadway Insert	\$200
Bristol Insert	\$200
Brentwood Insert	\$300
Bedford Insert	\$300

PE GAS FIREPLACES

Esteem Fireplace	\$200
Casco Fireplace	\$200
Estate	\$300
Camden	\$300
Esprit	\$300

PE GAS STOVES

Trenton	\$150
Trenton Classic	\$250
Mirage 18	\$150
Mirage 30	\$250

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LEAP INTO SAVINGS 2016

February 1 – March 31, 2016

Eligible Products and In-store Discounts

PIAZZETTA

PIAZZETTA GAS

Powered by Pacific Energy

G958, G958C, G958M.	\$300
G963, G963C, G963M.	\$500

PIAZZETTA PELLET – SC SERIES

SC Monia.	\$200
SC Sabrina	\$200
SC Marcella.	\$300
SC Sveva.	\$300

PIAZZETTA PELLET – SY SERIES

P958, P958C, P958M	\$300
P963, P963C, P963M	\$500

PIAZZETTA PELLET – SY SERIES (LIMITED AVAILABILITY)

P955, P956, P957	\$500
P960, P961, P962	\$750

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LEAP INTO SAVINGS 2016

February 1 – March 31, 2016

How the program works

- 1) Consumers download an instant in-store rebate code (email/coupon) off the websites: www.pacificenergy.net and www.piazzetta.com. To do this, consumers are required to have enter a valid email address and have print capability.
- 2) Consumers present instant in-store discount code (email/ coupon) to the participating dealer. **IMPORTANT:** Dealers will need to retain the coupon code and product serial number to complete registration for reimbursement.
- 3) Dealer takes the FULL discount off the respective model's MSRP at the till, invoice must show discounted sale amount and may be required for verification
- 4) Dealer registers the rebate claim for reimbursement; LOGIN to www.pefp.net and enter discount code and serial number.
- 5) **Dealer claim registration must be completed online no later than May 13, 2016. After this deadline, no reimbursements will be issued.**

Dealer participation: 50% of coupon value.

Credit notes will be issued to the Distributor 30 days after the close of the program (close date: May 13 + 30). Distributors will reimburse the Dealers.

To Participate

All participating Dealers will require a LOGIN account on www.pefp.net to complete registration for reimbursement. Any lost or missing Dealer LOGIN credentials (email and password) will need to be re-set, please contact your Distributor with updated information.

Dealers have until May 13, 2016 to register all claims. This online system is programmed to automatically shut down after the cut off date. Late submissions can not be accepted.

- Each entered claim is reviewed by Pacific Energy throughout the program and is assigned a claim status. **IMPORTANT:** Check Claim status throughout the program for any denied or pending claims.

A collection of print-ready PDF's will be available for download in the Dealer LOGIN Library (www.pefp.net):

- Admats
- 8 x 11" tabletop sign*
- 3 x 6" product sign*

In-store signage production costs are co-op eligible.

Terms and Conditions

- Coupons are redeemable for an instant in-store rebate on qualifying items (as shown on email/coupon).
- One instant rebate coupon may be used per product purchased.
- Redeemable only through an authorized Retailer.
- Valid only on dates shown on coupon.
- Coupons have No Cash Value.
- Instant rebate coupon must be presented at time of purchase.
- Not valid with any other sales or promotions.
- Sale may not be available in all areas.
- Discount valid on retail price only.
- Purchases by contractors or 3rd party do not qualify



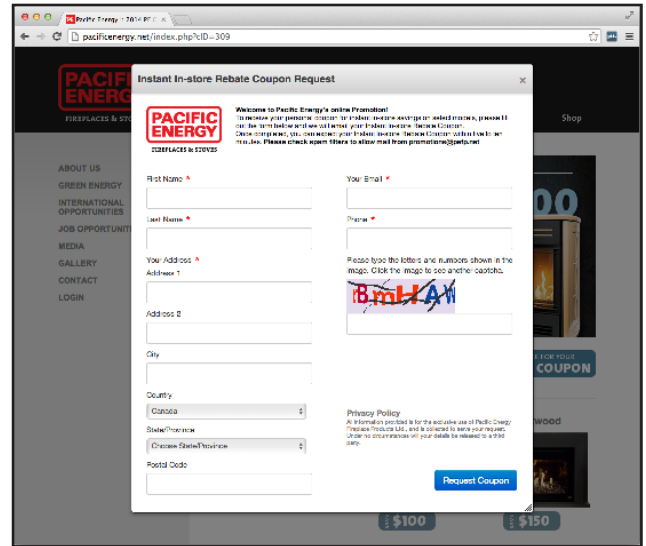


LEAP INTO SAVINGS 2016

February 1 – March 31, 2016

Step 1

Consumer Registers online for promotion and receives coupon by email



Step 2

Consumer walks into retail location and presents printed coupon

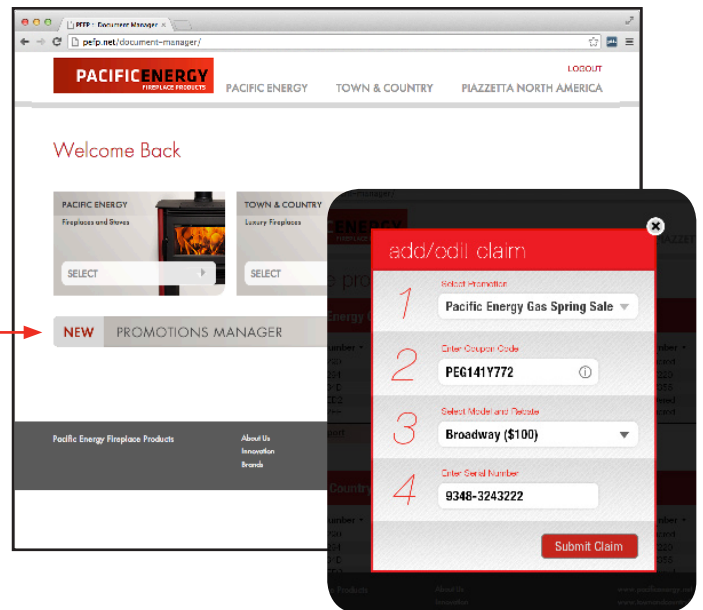
Step 3

Dealer gives FULL rebate to consumer at time of purchase

Step 4

Dealer registers sale online at www.pefp.net with coupon code and product serial number

Login to Promotions Manager



Step 5

Dealer receives 50% of rebate value on all validated claims.

— BEFORE THE TILL —

— AFTER THE TILL —

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Sample Email Coupon



Leap into Savings with Pacific Energy

Don't delay, this offer expires March 30, 2015

Hello Happy Pacific Energy Customer,

Thank you for showing your interest in the Pacific Energy family of stoves, fireplaces and inserts; you are receiving this email because of registering for an instant in-store discount from Pacific Energy and you are now one step closer to Firing Up Your Savings!

Your unique discount code is:
SPRING999999

By presenting the above unique discount code to your local Pacific Energy retailer (please print this email as your instant coupon) you may be eligible to save up to \$400 instantly on select Pacific Energy fireplace products at participating dealers.

From all of us at Pacific Energy, thank you. We look forward to heating your home!

Registered Customer Information

Happy PE Customer
123 Smart Lane
Pleasant Place, BC V9T5G5
Canada
Phone: 250-123-4567
Email: happycustomer@email.com

ATTENTION DEALER

- You will need the coupon code and product serial number for reimbursement.
- Show sale amount clearly on the customers invoice.
- Register claim at www.pefp.net (login) – if you do not have a login account, please contact your distributor
- This coupon authorizes full amount shown to be discounted to the customer at the time of the sale.
- Copies of the invoice showing sale and amount discounted may be asked to be provided.
- All eligible claims must be completed online no later than May 13, 2016.



PACIFIC ENERGY WOOD

NEO 1.6 Heritage Wood Stove	\$150
NEO 1.6 Wood Stove	\$200
NEO 2.5 Heritage Wood Stove	\$200
NEO 2.5 Wood Stove	\$250
NEOSTONE 1.6	\$250
NEOSTONE 2.5	\$350
Vista Heritage Wood Stove	\$100
Vista Wood Stove	\$150
Vista Classic Wood Stove	\$200
Super Heritage Wood Stove	\$150
Super Wood Stove	\$200
Super Classic Wood Stove	\$250
Summit Heritage Wood Stove	\$200
Summit Wood Stove	\$250
Summit Classic Wood Stove	\$300
Alderlea T4 Cast Iron Wood Stove	\$200
Alderlea T4 Classic Cast Iron Wood Stove	\$250
Alderlea T5 Cast Iron Wood Stove	\$300
Alderlea T5 Classic Cast Iron Wood Stove	\$350
Alderlea T6 Cast Iron Wood Stove	\$400
NEO 1.6 Insert	\$200
NEO 2.5 Insert	\$250
Vista Insert	\$150
Super Insert	\$200
Summit Insert	\$250
Alderlea T5 Insert	\$300
Alderlea T5 Classic Insert	\$350
FP16 and FP16 ARCH Fireplace	\$250
FP25 and FP25 ARCH Fireplace	\$300
FP30 and FP30 ARCH Fireplace	\$350

PACIFIC ENERGY GAS

Broadway Insert	\$200
Bristol Insert	\$200
Brentwood Insert	\$300
Bedford Insert	\$300
Esteem Fireplace	\$200
Casco Fireplace	\$200
Estate Fireplace	\$300
Camden Fireplace	\$300
Esprit Fireplace	\$300
Trenton Gas Stove	\$150
Trenton Classic Gas Stove	\$250
Mirage 18 Gas Stove	\$150
Mirage 30 Gas Stove	\$250

Terms and Conditions

- Coupons are redeemable for an instant in-store rebate on qualifying items (as shown on email/coupon).
- One instant rebate coupon may be used per product purchased.
- Redeemable only through an authorized Retailer.
- Valid only on dates shown on coupon.
- Coupons have No Cash Value.
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- Not valid with any other sales or promotions.
- Sale may not be available in all areas.
- Discount valid on retail price only.

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LEAP INTO Savings 2016

ASK US HOW YOU CAN

SAVE

UP TO

\$400

ON SELECT PACIFIC ENERGY PRODUCTS WITH AN ONLINE COUPON.

LEAP INTO Savings 2016

ASK US HOW YOU CAN

SAVE

UP TO

\$400

ON SELECT PACIFIC ENERGY PRODUCTS WITH AN ONLINE COUPON.

★

ONLINE COUPON SAVINGS

PE WOOD STOVES	PE WOOD INSERTS	PE GAS INSERTS
NEO 1.6 Heritage \$150	NEO 2.5 Insert \$200	Brookway Insert \$300
NEO 1.6 \$200	NEO 2.5 Heritage \$250	Bristol Insert \$300
NEO 2.5 Heritage \$200	Vista Insert \$150	Brentwood Insert \$300
NEO 2.5 \$250	Super Insert \$200	Bedford Insert \$300
NEOSTONE 1.6 \$250	Summit Insert \$250	
NEOSTONE 2.5 \$350	Alderlea T5 Insert \$300	PE GAS FIREPLACES
Vista Heritage \$100	Alderlea T5 Classic Insert \$350	Castro Fireplace \$200
Vista \$150		Estimate Fireplace \$300
Vista Classic \$200	PE WOOD FIREPLACES	Camden \$300
Super Heritage \$150	FP16 and FP16 ARCH \$250	Esprit \$300
Super \$200	FP25 and FP25 ARCH \$300	PE GAS STOVES
Super Classic \$250	FP30 and FP30 ARCH \$350	Trenton \$150
Summit Heritage \$200		Trenton Classic \$250
Summit \$250		Mirage 18 \$150
Summit Classic \$300		Mirage 30 \$250

PE WOOD CAST IRON STOVES

Alderlea T4 \$200	Alderlea T4 Classic \$250	Alderlea T5 \$300	Alderlea T5 Classic \$350	Alderlea T6 \$400
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PACIFIC ENERGY

DOWNLOAD YOUR ONLINE COUPON TODAY AT WWW.PACIFICENERGY.NET - THIS SPECIAL OFFER EXPIRES MARCH 30, 2015

LEAP INTO Savings 2016

ASK US HOW YOU CAN

SAVE

UP TO

\$400

ON SELECT PACIFIC ENERGY PRODUCTS WITH AN ONLINE COUPON.

★

ONLINE COUPON SAVINGS

PE WOOD STOVES	PE WOOD INSERTS	PE GAS INSERTS
NEO 1.6 Heritage \$150	NEO 2.5 Insert \$200	Brookway Insert \$300
NEO 1.6 \$200	NEO 2.5 Heritage \$250	Bristol Insert \$300
NEO 2.5 Heritage \$200	Vista Insert \$150	Brentwood Insert \$300
NEO 2.5 \$250	Super Insert \$200	Bedford Insert \$300
NEOSTONE 1.6 \$250	Summit Insert \$250	
NEOSTONE 2.5 \$350	Alderlea T5 Insert \$300	PE GAS FIREPLACES
Vista Heritage \$100	Alderlea T5 Classic Insert \$350	Castro Fireplace \$200
Vista \$150		Estimate Fireplace \$300
Vista Classic \$200	PE WOOD FIREPLACES	Camden \$300
Super Heritage \$150	FP16 and FP16 ARCH \$250	Esprit \$300
Super \$200	FP25 and FP25 ARCH \$300	PE GAS STOVES
Super Classic \$250	FP30 and FP30 ARCH \$350	Trenton \$150
Summit Heritage \$200		Trenton Classic \$250
Summit \$250		Mirage 18 \$150
Summit Classic \$300		Mirage 30 \$250

PE WOOD CAST IRON STOVES

Alderlea T4 \$200	Alderlea T4 Classic \$250	Alderlea T5 \$300	Alderlea T5 Classic \$350	Alderlea T6 \$400
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NEO 1.6	\$200
NEO 2.5 Heritage	\$200
NEO 2.5	\$250
NEOSTONE 1.6	\$250
NEOSTONE 2.5	\$350
Vista Heritage	\$100
Vista	\$150
Vista Classic	\$200
Super Heritage	\$150
Super	\$200
Super Classic	\$250
Summit Heritage	\$200
Summit	\$250
Summit Classic	\$300

PE WOOD CAST IRON STOVES

Alderlea T4	\$200
Alderlea T4 Classic	\$250
Alderlea T5	\$300
Alderlea T5 Classic	\$350
Alderlea T6	\$400

PE WOOD INSERTS

NEO 1.6 Insert	\$200
NEO 2.5 Insert	\$250
Vista Insert	\$150
Super Insert	\$200
Summit Insert	\$250
Alderlea T5 Insert	\$300
Alderlea T5 Classic Insert	\$350

PE WOOD FIREPLACES

FP16 and FP16 ARCH	\$250
FP25 and FP25 ARCH	\$300
FP30 and FP30 ARCH	\$350

PE GAS INSERTS

Brookway Insert	\$300
Bristol Insert	\$300
Brentwood Insert	\$300
Bedford Insert	\$300

PE GAS FIREPLACES

Estimate Fireplace	\$200
Castro Fireplace	\$200
Estate	\$300
Camden	\$300
Esprit	\$300

PE GAS STOVES

Trenton	\$150
Trenton Classic	\$250
Mirage 18	\$150
Mirage 30	\$250



DOWNLOAD YOUR ONLINE COUPON TODAY AT WWW.PACIFICENERGY.NET - THIS SPECIAL OFFER EXPIRES MARCH 30, 2015

Size: 8.5" x 11"

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LEAP INTO SAVINGS WITH PACIFIC ENERGY!

Receive your online coupon today and save up to \$350 on select stoves, inserts and fireplaces.

See your local dealer for more information



LEAP INTO Savings 2016

SAVE UP TO \$400

PACIFIC ENERGY

VISIT WWW.PACIFICENERGY.NET AND DON'T DELAY, OFFER EXPIRES MARCH 30, 2016

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LEAP INTO Savings 2016

SAVE UP TO \$400

PACIFIC ENERGY

VISIT WWW.PACIFICENERGY.NET AND DON'T DELAY, OFFER EXPIRES MARCH 30, 2016

Size: 9" x 5"

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Sample Email Coupon

Leap into Savings with Piazzetta

Don't delay, this offer expires March 30, 2015

Hello Happy Piazzetta Customer,

Thank you for showing your interest in the Piazzetta family of pellet and gas stoves; you are receiving this email because of registering for an instant in-store discount from Piazzetta and you are now one step closer to Firing Up Your Savings!

Your unique discount code is:
SPRING999999

By presenting the above unique discount code to your local Piazzetta retailer (please print this email as your instant coupon) you may be eligible to save up to \$750 instantly on select Piazzetta products at [participating dealers](#).

From all of us at Piazzetta, thank you. We look forward to heating your home!

Registered Customer Information

Happy PE Customer
123 Smart Lane
Pleasant Place, BC V9T5G5
Canada
Phone: 250-123-4567
Email: happycustomer@email.com

ATTENTION DEALER

- You will need the coupon code and product serial number for reimbursement.
- Show sale amount clearly on the customers invoice.
- Register claim at www.pefp.net (login) – if you do not have a login account, please contact your distributor
- This coupon authorizes full amount shown to be discounted to the customer at the time of the sale.
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- All eligible claims must be completed online no later than May 13, 2016.



PIAZZETTA GAS

Powered by Pacific Energy

G958, G958C, G958M	\$300
G963, G963C, G963M	\$500

PIAZZETTA PELLET – SC SERIES

SC Monia	\$200
SC Sabrina	\$200
SC Marcella	\$300
SC Sveva	\$300

PIAZZETTA PELLET – SY SERIES

P958, P958C, P958M	\$300
P963, P963C, P963M	\$500

PIAZZETTA PELLET – SY SERIES (LIMITED AVAILABILITY)

P955, P956, P957	\$500
P960, P961, P962	\$750

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ASK US HOW YOU CAN

SAVE UP TO \$750

ON SELECT PIAZZETTA PRODUCTS WITH AN ONLINE COUPON.




ONLINE COUPON SAVINGS

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**PIAZZETTA PELLET – SY SERIES
(LIMITED AVAILABILITY)**

P955, P956, P957	\$500
P960, P961, P962	\$750

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LEAP INTO SAVINGS WITH PIAZZETTA

Receive your online coupon today and save up to \$750 on select pellet and gas stoves.

See your local dealer for more information

LEAP INTO Savings 2016

SAVE UP TO \$750

PIAZZETTA

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SAVE UP TO \$750

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Size: 9" x 5"

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