

CAT Controller Courier # 16

January 2008

CAT Controllers EARLY BUY Promotion

It is time for CAT Controllers annual Early Buy Special. Every year CAT offers the early buy special which includes discounts, extended terms, and additional marketing material. We would like to remind all CAT dealers to take advantage of this special to fulfill all of their up and coming controller and accessory needs for the next 3 months. Participating in the early buy will not only help with your pricing and terms but help you to serve your customers more efficiently. We all know that the further we get into the year how lead times are extended, stock is depleted, but demand is much higher. So CAT encourages you to get your early buy numbers together today and contact your sales manager with your orders.

- 5+ Units Less 5% with Terms Net 30/60 Days
- 10+ Units Less 10% with Terms Net 30/60 Days
- 20+ Units Less 10% with Terms Net 30/60/90 Days
- 30+ Units Less 15% with Terms Net 30/60/90 Days

**Terms will begin from date of shipment.*

***An additional 5% discount can be taken in lieu of terms for Prepaid Orders.*

CAT 2000 Re-Design

The original CAT 2000 controller was the first microprocessor based pH/ORP controller introduced to the pool industry in the early 1990's. The CAT 2000 held strong and has been recognized by commercial pool dealers as a bullet proof controller. As you all know CAT Controllers does its best to pioneer the industry with new breakthrough technology, microprocessor-based pH/ORP controllers, the wireless and web-based CAT 4000 and CAT 5000, 2 and 3 year warranted sensors, but it was time that we took a look at what started CAT Controllers success and bring it up to speed with the rest of our technology. CAT Controllers has redesigned the CAT 2000 for the first time since 1993. CAT recognized the need to keep the controllers ease of use, so we did, we just added a few advanced features for your benefit.

- Advanced Features including proportional feed options
- Weatherproof membrane switch front panel interface
- Factory settings are permanently stored in the memory
- Compatibility with ALL chemical feed equipment
- Dry contact outputs provided for salt-chlorine systems
- Optional 3 Year warranted commercial sensors
- 5 Year Comprehensive Warranty and Technical Support

CAT Controllers would like YOU to attend their CPO and CAT Dealer Training Classes. Please review the following dates and send an e-mail to Troy McGinty at mtmcginty@chemauto.com with the amount of people you wish to send, their names, and what class dates they will be attending.

Contact us as soon as possible as classes are filling up FAST!

01/11/2008 (Dealer)

01/24/2008 (CPO)

01/25/ 2008 (Dealer)

02/07/2008 (CPO)

02/ 08/2008 (Dealer)

03/ 20/2008 (CPO)

03/ 21/ 2008 (Dealer)

Please take notice of the CPO Fusion Classes. Contact Troy McGinty at CAT to request your CPO Primer Online Code and finish your first day of CPO class on-line. After finishing the online portion of the CPO class, pick one of the above dates to complete your CPO Course and follow it up the next day with a full CAT Dealer Training.

CPO Fusion Classes are not mandatory and anyone is welcome to come to our CAT Dealer Training.

ACTIVATE Your Controllers Today

CAT Controllers invites you to make sure that all of your CAT 4000 and CAT 5000's in the field are activated. The Poolcomm website is there for you to take full advantage of its helpful benefits.

You ask, but Troy WHY Should I Use POOLCOMM???

- Hourly logs of your water chemistry
- Graphs of your water chemistry
- Alarm notifications to your e-mail or mobile phone
- Access to all of your pools from any Internet based PC in the world
- The ability to make changes to your water chemistry without being on-site.
- The ability to assign read-only and read/write access to you customers for their viewing benefit.
- Twenty-four hour a day connection with your pools.

You ask me WHY, I ask you WHY NOT?

Please contact me, Troy McGinty, to activate your controllers and get them registered to the Poolcomm website. I will also be able to help you check your wireless coverage areas, help you troubleshoot

specific applications, assist with installations, as well as consult with you regarding your company's own water quality management program. If you have any questions, concerns, or ideas please contact me as soon as possible at 800-657-2287 or e-mail me at mtmcginty@chemauto.com.

CAT 4000 Airtime Pricing:

- 12 Month Pre Pay - \$240.00 (Billed to CAT Dealer's account or credit card)
- Seasonal Special Pre Pay - \$125.00 (Valid May and June for 5 Months)
- Month to Month - \$30.00 (Billed monthly to CAT Dealer's credit card)

CAT 5000 Airtime Pricing:

- 12 Month Pre Pay - \$360.00 (Billed to CAT Dealer's account or credit card)
- Seasonal Special Pre Pay - \$150.00 (Valid May and June for 5 Months)
- Month to Month - \$35.00 (Billed monthly to CAT Dealer's credit card)

Mid America Show • Atlantic City Show

CAT Controllers will be attending both the Mid-America Pool & Spa Show located in St. Charles, IL and the Northeast Pool & Spa Show located in Atlantic City, NJ. Please come and visit with the CAT Team at our booths. CAT Controllers have many new product releases this year and we would be more than happy to show you them in person.

Booth # 207 at MidAmerica

Booth # 3049 at A.C. Res.

Booth # C601 at A.C. Com.

As the author of the CAT Controller Courier I would like to thank those of you who take the time to read our monthly newsletter. I would also like to invite all of you to please send me ideas for articles, success stories, or even questions about water chemistry, pH/ORP controllers, chemical feed equipment, and anything that may be troubling to you that could benefit our other 300 readers. I truly enjoy writing this newsletter and cherish the opportunity it gives me to keep in touch with the CAT Customer base. I encourage you and thank you for any feedback you may have. I wish you all the best of luck in this new year of 2008. Cheers.

Thank You,
Troy McGinty
CAT Controllers, Inc.

\$100 Rebate

CAT Controllers would like to invite you to send back ANY old, working or non working, CAT or Competitor, pH/ORP Chemical Controller for a \$100 credit on your next order. So be sure to think about it when you're sending in your EARLY BUYS. Send in 1 old controller and get an additional \$100 off your EARLY BUY Order. Call 1-800-657-2287 and ask your sales representative for details. Offer Expires:
NEVER

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