

## **FOR IMMEDIATE MEDIA RELEASE**

July 14, 2009

### **Amweld Drives Business to Distributors with Contractor Rebates**

Amweld International is launching an innovative, bold marketing approach by offering a special 2% Rebate off the project cost of hollow metal doors and frames directly to building contractors. This special offer supports the sales initiatives of Amweld Distributors by providing a special incentive for project managers to purchase Amweld products through an approved Distributor.

“Let’s be honest, times are tough right now for everyone. Builders, contractors and project managers are looking for ways to save money, and our distributors need all the special support they can get to generate sales. Amweld has stepped up to the plate to provide a rebate so that everyone benefits... and we have also taken the initiative to organize the marketing and communication efforts to get the word out for our distributors about this special benefit,” stated Chuck Gerber, Vice President of Sales & Marketing at Amweld International, LLC. “This program is a win-win-win for everyone. Our Distributors support the program. The Distributor gets the sale... the builder/contractor/project manager receives special savings... and we keep making product. This outcome supports jobs and the needs associated with rebuilding today’s economy.”

A builder, contractor or project manager earns the 2% Rebate when they present a special “Golden Certificate” to any Amweld product Distributor, after purchasing and paying for a job. The offer is valid toward one complete job, per project manager, bought through Amweld Distributors prior to December 31, 2009. Project managers should request a certificate, to cover their job, from the Amweld Sales Representatives or Independent agents in their area.

“In these tough economic times, Amweld is leading the way for all our interests to provide additional savings for many projects. This Rebate Offer continues to show Amweld’s support within our industry to help secure and solidify our future for years to come,” stated Jeff Fender, owner of Frama Building Products, an Amweld Distributor located in Addison, Illinois.

“With the situation of today’s building industry, we need something like this to give us whatever advantage we can to help us obtain contracts,” stated Rich Ridolfi, owner of RJ Ridolfi Co., general building contractors located in Chicago, Illinois. “This is a great idea from Amweld.”

Amweld has been on a strong mission to enhance their quality products and services. Since April of this year, Amweld has recently updated their Price Books, complemented their 5 and 10 day Laser Ship program, added new freight policies, established regular communication systems with distributors, introduced new product lines, and implemented new customer service strategies.

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Amweld International, LLC has a complete product line of steel doors, frames and architectural hardware, which include the following newly branded product names: Laser-Edge Doors, Liberty Doors, Liberty Hardware, Tilt'N Place Door Systems, Firedoor, Storm Guard Doors & Frames, and High Riser Frames. Amweld's patented laser-welded "Laser-Edge" doors remain as the technology most preferred by demanding architects, owners and contractors, and it is the only steel door with a Lifetime Warranty.

To obtain more information on this special offer, or to receive a special "2% Rebate Golden Certificate" from Amweld, please call: Chuck Gerber at: 305-619-8402, or contact your local Amweld Sales Representative.

For more information about Amweld international, LLC products, services and a listing of sales contacts, please visit [www.amweld.com](http://www.amweld.com), or contact Amweld toll free at: 888-775-2397.

**Amweld International, LLC**  
301 S. Northpoint Drive / Suite 400  
Dallas, Texas 75019  
Phone: 888-775-2397  
FAX: 214-329-0911  
[www.amweld.com](http://www.amweld.com)