



### SEASON 2013 AT FULL SPEED

Swimming pool season in 2013 is at its full speed. Microwell has again conducted all necessary preparations in order to have one smooth and successful season. More than 50 companies sent more than 150 representatives to participate on Microwell's annual distributor training.

Excessive feedback together with numerous improvement proposals have been discussed amongst all representatives. Number of them have been put into Microwell's operational goals with market-ready requirement for 4Q 2013.

Here below we would like to express our gratitude towards each single of our business partners, towards you, for your continuous support, trust and willingness to create a value for your customer.

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# MARKETING

02/20 2013



## WHY TO BUY A MICROWELL DEHUMIDIFIER

Lately you have received a flyer „Why to buy a Microwell dehumidifier“.

Its purpose is to provide you with basic arguments you can use in negotiations with your potential customer.

Indeed some of you sent us feedback with positive results of this clear and lucid list. We believe that this flyer will help you drive more sales and more market exposure.



## NEW MARVELOUS CATALOGUE



New Catalogue of dehumidification and swimming pool heating technology has been created. Its primary objective is to communicate our competitive advantages and values clearer than ever before. You can find dehumidification technology by sections of swimming pool, industrial, home dehumidifiers. In addition, you will see shiny pictures of products including the accessory description with full compatibility information. The focus was on pictures, illustrations and application examples. Overall this new catalogue will provide you with better insight into our business portfolio.

## HEAT PUMP TUTORIALS ON YOUTUBE

Heat pump video tutorials have been produced and are available on Microwell web page or youtube. Simply search for 'Microwell heat pump' and learn fascinating information about your heat pump. You can easily pick up know-how from how to operate your heat pump, through how to set and change the requested swimming pool water temperature, to detecting the technical parameters of your heat pump.

**Forget about the printed version of user manual. Watch Microwell heat pump tutorials.**



# TECHNOLOGY

02/2Q 2013

## NEW DRY300 PLASTIC COVER

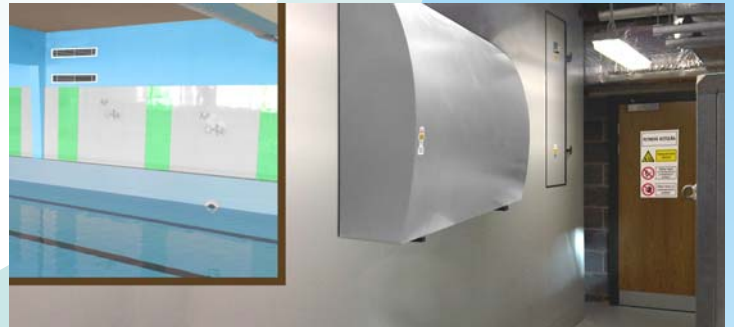
Following Microwell's thrust on customers' values several design and technological enhancements have been implemented. Being market-ready from August 2013, we would like to present a new cover for DRY300 Plastic. It is far superior to current plastic cover made from fiberglass. New cover is produced from PVC using a vacuum technology. This results in smoother and more precise cover with flawless surface. It is lighter and easier to handle. Moreover, the new cover was designed as a one compact piece with no separate air grids.

Your customers will surely be interested in this new DRY300 Plastic model.



## DRY800 AND DRY1200 ON THE WALL BY STANDARD

It is now possible to install big units DRY800 and DRY1200 on the wall by standard. This is following numerous client inquiries for such application. Wall installation was until now more on-demand than standard. Again, we intended to provide more flexibility towards the customer, creating yet another installation or placement option. On the right side you can see a sample of the through-the-wall installation with a DRY1200 unit being placed in adjacent room on the wall.



# INTERNAL AFFAIRS

02/2Q 2013

## NEW 3000m<sup>2</sup> PRODUCTION AND WAREHOUSE SITE UNDER CONSTRUCTION



In March Newsletter we informed you about new Microwell site to be built. At this point the new site is well under construction with expected finish date by August 2013. We will keep you posted regarding this matter.