



# BREAK IN & FORCE OUT

*competitor displacement promotion*

Blackmer is offering an unprecedented discount to help distributors **BREAK IN** to tough accounts and **FORCE OUT** the competition.

- Limited time .50 multiplier
- Must BREAK IN and displace one or more competitor products with a Blackmer Vane Pump, System One Pump, or Reciprocating Compressor for a FORCE OUT "WIN"
- Pick up swag for WINS, and compete against other distributors for Winner's Club recognition and prizes

## Winners Receive:



## HOW IT WORKS:

- 1. Identify**  
Find a facility with a competitor installation
- 2. Complete the attached **BREAK IN** form**
- 3. Confirm**  
Review the form details with your Blackmer Regional Manager to confirm your **BREAK IN** opportunity (signatures are required)
- 4. Submit**  
**BREAK IN** (initial order):  
Email your signed form with your P.O. to [blackmerorders@psgdoover.com](mailto:blackmerorders@psgdoover.com). Add the keyword **BREAK IN** to the description string of your order submission email

### RULES OF THE PROMOTION:

- Applies only to existing applications where competitor base is established
- Any configuration of Blackmer pump or compressor
- Special discount applies only to initial BREAK IN order
- Orders for BREAK IN discounts must be emailed with BREAK IN form using the keyword BREAK IN in the description of the email to [blackmerorders@psgdoover.com](mailto:blackmerorders@psgdoover.com)
- An official "WIN" consists of the displacement of one or more competitor products
- Prizes offered under the following terms:
  - 1 WIN qualifies for Dri-Mesh Polo Shirt
  - Top sales person will be noted by total net sales amount and will receive a Blackmer Winner's Club jacket
- FORCE OUT Stories may appear in Blackmer Newsletters and Portal
- Program valid for PO's received prior to December 31, 2019

*\*Prizes offered on first come, first serve basis while supplies last*

