



Product
Program
Pricing
Performance

To: Balcrank Field Sales & Distribution
From: Sales & Marketing Department
Date: 3/11/2020
Re: Authorized Balcrank Installer Program

For many years, Balcrank has offered service training at our facility in North Carolina for all our distributors in North America. This is a 2-day course focused on installation, service and maintenance of our equipment and is offered 4 times per year. Proper installation and commissioning of equipment has everything to do with the overall reliability of any lube system installation. Up until now, there really has not been any formalization of training and/or any type of Authorization that goes with attending our training.

Today I'm excited to introduce the Authorized Balcrank Installer program that is focused on improving our training for all distributors in the areas of:

- Proper pump and system commissioning
- Factory recommended practices for component installations
- Repair and maintenance
- Warranty procedures

How will we accomplish this?

1. We will continue to offer our service training here at the factory 4-times per year. Attendance, participation and a passing grade are required to receive Authorized Balcrank Installer status for technicians. You can also take the online videos/classes.
2. Bi-annually, we will require re-authorization that can be accomplished by viewing our Online service videos and taking online tests to confirm "Authorization". For companies with multiple locations, we will require a minimum of one technician from each company location to attend our training for Authorized status. Additional tech's can attend school at the factory or take the on-line course to fulfil the requirement.
3. Balcrank will monitor "Authorized" technicians on an on-going basis to ensure their status remains intact.
4. There will be a 3-month grace period when "Authorized" status lapses.

Authorized Installers are part of an Exclusive group that receives extra perks

- 5-year extended warranty on select installed products (see attached information)
- Additional discount on parts (50% off list)
- Product requested back only when a suspected manufacturing defect is not apparent
- 90-day replacement on select items during the warranty period
- Top web listing "Authorized Balcrank Installer"

Q & A

Q. What if I have my tech/tech's have already attended class?

A. If it has been in the past two years, they will be grandfathered in to the program. If it has been more than 2-years, they will have to complete either the 2-day class at the factory or the on-line courses with passing grades on the tests.

Q. What if I don't have field technicians?

A. Only companies with field technicians can become "Authorized Balcrank Installers".

Q. If I'm not an "Authorized Balcrank Installer", what is the warranty on Balcrank products?

A. 1-year

Q. What happens if my ABI tech leaves my company?

A. It is best to have more than one ABI tech. If you have one ABI tech and he leaves, you will need to have another tech "Authorized" to continue with the ABI benefits.

Q. Do I have to sign any type of agreement with Balcrank?

A. Yes, the agreement simply states that you have been trained by Balcrank on the proper installation of our equipment and that the installation portion (piping and labor) is your responsibility which it always has been; nothing here has changed.

Q. Is there any type of deadline for this program?

A. Yes and no. You can become an Authorized Balcrank Installer at any time. Once you register for the training however, you must complete the courses within 90 days. If not completed in 90 days, you will have to start from the beginning of the training again. The 90 day period begins when you first register for the ABI program.

Q. What is happening to the existing 5-year warranty program?

A. The new 5-year extended warranty for Authorized Balcrank Installers will begin on 1/1/21.

- We ask that you register for ABI status prior to 7/1/20 to continue with our existing 5-year extended warranty
- If you are not registered by 7/1/20, warranty on all Balcrank products sold after that date will revert to our standard 1 year warranty
- Completion of the ABI program must be accomplished by 12/31/20
- Any and all existing extended warranties up to this point will be honored

Q. Why is Balcrank requiring ABI status for the 5-year warranty?

A. Within our distribution network, we have many levels of installation expertise from beginners to pros. Longevity of our equipment has a lot to do with proper installation. The ABI process is an easy way to improve the knowledge of all distributors which, should in turn, ensure our equipment is not only installed properly, but will last well past the warranty period.

	Warranty Period
Evolution series hose reels	5 years
Wear parts, including but not limited to hose, seals, swivels	1 year
Power spring	5 years
Classic series hose reels	5 years
Wear parts, including but not limited to hose, seals, swivels	1 year
Power spring	5 years
Premium series hose reels	5 years
Wear parts, including but not limited to hose, seals, swivels	1 year
Power spring	5 years
EV/EVX series hose reels	5 years
Wear parts, including but not limited to hose, seals, swivels	1 year
Power spring	5 years
DR Meters (metered and non-metered)*	5 years
Electrical components	3 years
Wear parts, including but not limited to extension, tip and swivel	1 years
MR Meters*	2 years
Wear parts, including but not limited to extension, tip and swivel	1 year
Lynx 5:1 HD	5 years
Wear parts, including but not limited to O-rings, packings and seals	1 year
Pride Series pumps (Panther, Tiger, Lion)	5 years
Wear parts, including but not limited to O-rings, packings and seals	1 year
CenterFlo AODD Pumps	5 years
Wear parts, including but not limited to O-rings, packings and seals	1 year

*90-day replacement on select items during the warranty period