



Doughboy Recreational offers the **Enhanced Liner Warranty** to your customers that purchase Doughboy pools or liners. This warranty is an optional item that is separate from the Limited Prorated Liner Warranty supplied with the product.

The **Enhanced Liner Warranty** is a purchased item by the consumer and is offered in 2 coverages:

BRONZE THREE YEAR / 800

This warranty covers the combined costs of labor, water and chemicals to replace a confirmed factory defective liner for up to, but no more than, \$800 per occurrence for the three (3) year period from the date of the warranty.

The cost to the consumer is \$89.95 of which \$20.00 is retained by the dealer to cover costs related to selling and servicing the warranty. The remaining \$69.95 is to be sent to Doughboy along with a copy of the completed **Enhanced Liner Warranty**.

GOLD THREE YEAR / 1200

This warranty covers the combined costs of labor, water and chemicals to replace a confirmed factory defective liner for up to, but no more than, \$1200 per occurrence for the three (3) year period from the date of the warranty.

The cost to the consumer is \$129.95 of which \$25.00 is retained by the dealer to cover costs related to selling and servicing the warranty. The remaining \$104.95 is to be sent to Doughboy along with a copy of the completed **Enhanced Liner Warranty**.

This new **Enhanced Liner Warranty** is an extra added value for the consumer and the dealer as well when, in effect, it offers no hassle credit back to the dealer for costs of labor, water and chemicals incurred by the consumer for a confirmed factory defective liner under the terms of the warranty they purchased.

ENHANCED LINER WARRANTY PROCEDURES FOR DEALERS

1. Explain to customer that the Limited Prorated Liner Warranty supplied with the product covers the liner only and does not cover any costs incurred such as labor, water and chemicals due to a manufacturing defect.
2. Explain to customer that an optional **Enhanced Liner Warranty** may be purchased and is available in two coverage amounts to cover costs for labor, water and chemicals to replace a factory determined manufacturing liner defect.
 - (a) **Bronze Three Year / 800**
Cost the consumer \$89.95 for three years of coverage up to \$800.00 per occurrence.
 - (b) **Gold Plus Three Year / 1200**
Cost the consumer \$129.95 for three years of coverage up to \$1200.00 per occurrence.
3. Once consumer agrees to purchase a warranty, then all the necessary data must be completed on the **Enhanced Liner Warranty** form (printed or typed).
4. The customer's method of payment for the warranty is strictly up to the dealer, i.e. checks made out to dealer, credit card or financing.
5. The purchase date of the pool or liner is the effective date of the Enhanced Liner Warranty. In cases where the pool or liner will not be installed until a later date the dealer will still put the date of purchase as the effective date and can notify Doughboy of the date change when the pool has been installed. Doughboy will then adjust their copy of the consumer's warranty to reflect a full three-year (3) warranty.

A COPY OF THE CUSTOMER'S SALES RECEIPT MUST ACCOMPANY THE ENHANCED LINER WARRANTY SUBMITTED TO DOUGHBOY WITHIN 30 DAYS OR THE ENHANCED LINER WARRANTY WILL BE RETURNED TO THE DEALER.

**PLEASE MAIL ALL INFORMATION TO:
Hoffinger Industries
ATTN: CUSTOMER SERVICE
PO BOX 2457
WEST HELENA, AR 7239**

6. Doughboy will enter all information off of each warranty into a computer and maintain the files throughout the three-year (3) warranty period.

PROCEDURE FOR EXERCISING THE ENHANCED LINER WARRANTY

DEALER

1. Confirm a manufacturing liner defect (if not able to confirm, submit to Customer Service for determination).
2. Submit the following information:
 - a. Liner logo and defective area;
 - b. Copy of sales receipt showing proof of purchase;
 - c. Photocopy of customer's Enhanced Liner Warranty;
 - d. Completed Warranty Service Order (WSO);
 - e. Receipts for labor, water and chemicals (not to exceed the limit of the warranty)*

***NOTE: All receipts for costs to replace a manufacturing liner defect must bear the following:**

1. **Company name, address, telephone number.**
2. **Customer name, address and telephone number.**
3. **Description of costs.**
4. **Date work performed.**
5. **Signature of customer.**

HOFFINGER INDUSTRIES, INC.

1. Will review all submitted paperwork, examine and confirm the manufacturing defect, and confirm that the Enhanced Liner Warranty is in effect.
2. Upon confirmation of the above items, Hoffinger Industries, Inc. will issue credit to the dealer for the liner and the covered costs based on the receipts received, up to the limit of the Enhanced Liner Warranty. **Overstated costs will be denied** i.e., (\$800 labor to replace a 16 foot round liner).

TIPS FOR SELLING THE ENHANCED LINER WARRANTY

The Enhanced Liner Warranty is of benefit to the consumer as well as the dealer. When presented to the consumer in the proper ways, the Enhanced Liner Warranty can be used as a selling feature. For the consumer it offers protection from the extraneous cost of liner replacement.

The cost of the Enhanced Liner Warranty will more than likely be the largest obstacle to overcome when presenting the warranty to the consumer. This is the main reason the prices of the warranties are not published in any paperwork the consumer receives. This allows the dealer to develop different methods of discounting the price of the warranty to the consumer.

Examples:

1. Discount the price of the warranty and add the discount or a portion back into the price of the product.
2. Add the price of the warranty or a portion of it to the product and give the warranty to the consumer.
3. Discount the warranty price by the amount the dealer is paid for writing and servicing the warranty.
4. Have your pool installer participate in a portion of the price of the warranty.
5. Utilize a combination of any of the first four examples.