



TRADE IN – We'll pay the freight for you to send us your non-IMI unit AND give you the dollar amount you paid for it off a new, Rare Earth model!

UPGRADE – We'll let you Keep your existing IMI unit AND give you the dollar amount you paid for it off a new, Rare Earth model!

DRAWER-IN-HOUSINGS (IMH Series):

TRADE IN: User has another manufacturer's MANUAL CLEAN Drawer-In-Housing (Ceramic or Rare Earth); IMI will pay for the freight to ship unit to IMI and user will receive an IMI RARE EARTH SELF-CLEAN Drawer-In-Housing of same size (or larger) for the IMI RARE EARTH SELF-CLEAN Drawer-In-Housing List Price MINUS the amount user paid for the MANUAL CLEAN Drawer unit with valid invoice or proof of payment price.

UPGRADE: Customer has an IMI MANUAL CLEAN Drawer-In-Housing (Ceramic or Rare Earth): **customer can keep it**, and receive an IMI RARE EARTH SELF-CLEAN Drawer-In-Housing of same size (or larger) for the IMI RARE EARTH SELF-CLEAN Drawer-In-Housing List Price MINUS the amount customer paid for the IMI MANUAL CLEAN Drawer unit.

PNEUMATIC LINE HOUSING (PLH Series):

TRADE IN: User has another manufacturer's CERAMIC Bullet or EP Tube equivalent: IMI will pay for the freight to ship the unit to IMI and user will receive an IMI RARE EARTH PHL EZ-CLEAN or SELF CLEAN unit of same line size (or larger) for RARE EARTH PHL EZ-CLEAN or SELF CLEAN List Price MINUS the amount user paid for the CERAMIC unit with valid invoice or proof of payment price.

UPGRADE: Customer has an IMI CERAMIC Bullet or EP Tube: **customer can keep it**, and receive an IMI RARE EARTH PLH EZ-CLEAN or SELF CLEAN unit of same line size (or larger) for the RARE EARTH PHL EZ-CLEAN or SELF CLEAN List Price MINUS the amount customer paid for the IMI CERAMIC Bullet or EP Tube unit.

EXAMPLES OF HOW THE TRADE IN & UPGRADE EVENT WORKS:

EXAMPLE#1: User has a 12" X 12" Ceramic Manual Clean from Competitor 'A' which they purchased in 1999 for \$1600; IMI equivalent is an IMH1212R2SC which sells for \$8524. **Net price for IMH1212R2SC after RETURN of Competitor 'A' magnet: \$6924** (\$8524 - \$1600 = \$6924).

EXAMPLE #2: Customer has a 3" Ceramic Bullet magnet (BM3000C) they purchased in 2005 for \$3016; current application is for a 4" line, requiring a PLH0400REZFG which sells for \$6809. **Net price for PLH0400REZFG UPGRADE: \$3793** (\$6809 - \$3016 = \$3793) **PLUS customer gets to keep the BM3000C magnet they purchased in 2005.**

FAQ's:

- **“Why would I change?”**
 - The holding value of our 50 MGOe energy Rare Earth magnet circuit (UHI-50™) is 15X stronger than the current Ceramic circuit in your unit. This means our product will capture weakly magnetic contaminants, powders, fines and shavings in addition to larger ferrous metal to ensure downstream product and equipment is protected.
 - If your IMI Drawer-In-Housing magnet has a Rare Earth circuit and was manufactured before 2003, it contains a circuit whose MAXIMUM energy rating of 43 MGOe is 16.5% weaker than the current 50 MGOe. If it is not an IMI product, then the energy rating is likely somewhere between 35 and 38 MGOe, making it even weaker and less reliable for capturing contaminants.
 - FACT: the easier it is to clean and maintain your magnet means quicker ROI, increased life expectancy of magnet and superior performance compared to antiquated cleaning methods. The PLH EZ-Clean makes it much easier to gather and remove ferrous metal contamination; the Self-Clean Drawer-In-Housing option is ideal for hard-to-access areas of a processing plant and facilities geared for automated processing lines.
 - 100% value for your used magnet! Wouldn't it be great to trade in your automobile and get 100% of what you paid towards another one- no matter how old or beat up it might be? Better yet, what if you got to KEEP the old car as well? If you've already got an IMI MANUAL CLEAN Drawer-In-Housing or IMI CERAMIC Bullet or EP Tube then that's exactly what you get to do.

- **“If I'm trading in a magnet, how do I start the process?”**
 - Call 888.582.0821 and we will provide you with an RGA # and Shipping Account # so you can send your product back freight-free.

- **“What if I can't send my trade in magnet back before the IMI unit it installed?”**
 - No problem; just use the shipping materials when the IMI product arrives, then return your trade in product. When we ship your product, you will be invoiced for the full value of the new product. We will then re-invoice MINUS the trade in amount when the product and valid invoice or proof of payment price arrive at our facility.”

- **“What if I don't have a valid invoice or proof of payment price on the magnet I'm trading in?”**
 - We will work with you to find the most accurate and comparable pricing history to accommodate your trade in. An Item ID# or part number tag is a great place to start.

TERMS & CONDITIONS:

- LENGTH OF PROMOTION: NOW – November 30, 2010
- NEW UNIT(S) must ship by: December 31, 2010
- Promotional opportunities listed above are independent and cannot be combined with any other programs which may be offered by Industrial Magnetics, Inc. during stated promotion period

Please call our Tramp Metal Group at 888.582.0821 or 231.582.3100 with your questions.