

2024 FRESH START DEALER PROGRAM

MIX, MATCH & SAVE
ON SELECT PRODUCTS

JANUARY 2, 2024 – MARCH 28, 2024



PROMO REBATE

10%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

12%



PROMO REBATE

10%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

12%



PROMO REBATE

2%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

4%



PROMO REBATE

18%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

20%

Promo Rebates

Spend a minimum of \$1,500 on cumulative orders throughout the program period to receive dealer rebates on corresponding products.

Cross-Portfolio
Rebates

Order \$500 of three out of the four brands, and receive an additional 2% across all products.

PROGRAM RULES:

Offer only available to dealers and cooperatives that are not currently engaged in an equine product pricing program with Boehringer Ingelheim Animal Health USA. Boehringer Ingelheim has the right to end or modify this program, in whole or in part, including the removal of specific products or premiums, at any time without notice. This program cannot be combined with any other programs. Rebate checks will only be issued for amounts greater than \$50. Void where prohibited by law or regulations. All federal, state, and local laws and regulations apply. If an eligible customer returns any qualifying product purchased during the program term that impacts the minimum purchase amount, Boehringer Ingelheim may (in its sole discretion) deduct the difference from any other rebates earned during the program term.

EQUI-JEC® is a registered trademark of Boehringer Ingelheim Vetmedica GmbH, used under license. ULCERGARD® is a registered trademark of Boehringer Ingelheim Animal Health USA Inc. ZIMECTERIN® is a registered trademark of Boehringer Ingelheim Animal Health France, used under license. ©2024 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All Rights Reserved. US-EQU-0378-2023

CONTACT US

Wholesale

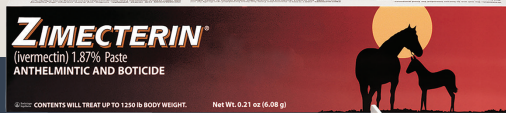
828 19th Avenue NE
St. Joseph, MN 56374
800.397.6972 Fax: 320.363.4798
wholesaleorders@armorah.com

1240 Green Valley Road
Beaver Dam, WI 53916
844.840.7770 Fax: 920.885.2812
salesorders@armorah.com



MIX, MATCH & SAVE ON SELECT PRODUCTS

JANUARY 2, 2024 – MARCH 28, 2024



PROMO REBATE

10%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

12%



PROMO REBATE

10%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

12%



PROMO REBATE

2%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

4%



PROMO REBATE

18%

CROSS-PORTFOLIO
REBATE

2%

TOTAL POSSIBLE
REBATE

20%

Qualifying Products

ARMOR ID #	UPC	DESCRIPTION	CASE QTY	ORDER QTY
23472	012313136215	EQUI-JEC 6 SYR 1 ML 1 DS	10	
23475	012313135317	EQUI-JEC WNV + EWT 1 ML 1 DS	10	
23474	012313135416	EQUI-JEC WNV 1 ML 1 DS	10	
23114	10350604720	ULCERGARD SYRINGE 4 DS 20 CT	20	
30239	35060470961	ZIMECTERIN 1.87% PASTE 1 CT	20	
27674	1035060460011	ZIMECTERIN GOLD 1 CT	216	

CONTACT US

Wholesale

828 19th Avenue NE
St. Joseph, MN 56374
800.397.6972 Fax: 320.363.4798
wholesaleorders@armorah.com

1240 Green Valley Road
Beaver Dam, WI 53916
844.840.7770 Fax: 920.885.2812
salesorders@armorah.com



ARMOR
ANIMAL HEALTH