

WE BLEED BLUE

GPDA EVOLVE:

Program Year 2024 & Beyond

A Legacy Program Reimagined



Table of Contents

About GPDA.....	04
Program Dates.....	05
Eligible Participants	05
Enrollment and Registration	06
Registering Purchases	06
Earning Points.....	06
Tier Levels.....	08
Tier Rollover	10
Program Participation	11
Eligible Products	12
Training	14
Testing and Feedback	14



A TRUSTED BRAND. A LEGACY YOU CAN COUNT ON.

We Bleed BLUE. We fight each day to ensure that every one of our products lives up to our legacy of quality and integrity for over 175 years. The power of the Goulds Water Technology brand is illustrated in its long history for a-class products in the water industry for residential and agricultural applications. A power that is reflected in the industry's longest running and most impactful loyalty program, the Goulds Professional Dealer Association (GPDA). Launched in 1969, GPDA celebrates our dealers who have remained committed to our legacy and products by providing incentives, discounts, promotions and training to better position them for business growth.

WE HAVE EVOLVED!

Advancements in technology and the ever-changing needs of our customers required that we pivot to ensure that we are providing the best support to our members. As a result, GPDA has evolved. And we are excited to share how that evolution is poised to help and support your business growth. The new GPDA delivers:



A simplified website and mobile platform that provides maximum benefit with minimum effort.



Rewards that help you operate and grow your business.



More opportunities to earn points so that you can enjoy your program benefits faster.



Program Dates

Goulds Water Technology products purchased between January 1, 2024, and December 31, 2024, are eligible for the 2024 Goulds Professional Dealer Association (GPDA) program. See the [Eligible Products](#) list for complete listings of products and point values.



Eligible Participants

The GPDA program is open to qualified dealers who purchase eligible Goulds Water Technology products from authorized distributors.

How it Works





Enrollment and Registration

New dealers can enroll in the GPDA program through a participating distributor, or by completing the enrollment form on gpda.xylem.com. To qualify for membership, a minimum purchase of three (3) eligible products from authorized Goulds Water Technology distributors is required each calendar year.



Registering Purchases

Goulds Water Technology products must be purchased through an authorized distributor. Participating distributors may provide sales reporting on your behalf. Please consult with your distributor to verify if they offer this service. By enrolling in the GPDA program, you authorize Xylem to receive your purchase information from distributors who offer sales reporting services.

If your distributor does not offer purchase reporting services, you can self-submit purchases through the GPDA website, either by scanning the product's QR code or by using the Report Purchase form. Log in to your dealer account on gpda.xylem.com for more information on reporting purchases.



Earning Points

Points are earned based on purchases of eligible Goulds Water Technology products.

Members begin earning points from their first purchase, but must purchase a minimum of ten (10) products to be eligible for reward redemption. Please see the [Eligible Products](#) page for a complete list of current eligible Goulds Water Technology products. Xylem reserves the right to modify the list of eligible products at any time without notice.



Tier Levels

The more you purchase, the more you earn!

For members interested in maximizing their purchases to earn even more rewards, there are a variety of opportunities available to you. Blue members become eligible to move up to Iron, Bronze and Stainless after (10) eligible product purchases have been reported. As you earn points from registered purchases, participate in training, and take part in other point earning activities throughout the year, you achieve higher status levels. The higher status level you achieve, the more benefits you can access.

You can track your progress on gpda.xylem.com. You'll also receive updates showing your current status tier, point status and special promotion opportunities for earning double and triple points.

NEW

Earn points from your very first purchase

Warranty+ has now become **BLUE**. This tier level will enjoy more rewards options, including the ability to earn points from the day you make your first purchase:

1. To gain access to the GPDA program, dealers must purchase a minimum of three (3) products in the calendar year.
2. Dealers will earn points from the first purchase that they make, and can begin redeeming those points when they advance to the IRON tier by purchasing a minimum of ten (10) products.

RANK		BLUE	IRON	BRONZE	STAINLESS
QUALIFICATION		Purchase 3 Products	Purchase 10 Products Earn 2,500 Points	Earn 40,000 Points	Earn 100,000 points
SALES ENABLEMENT	Extended Warranty	x	x	x	x
	Dealer Locator Listing and Web Leads	x	x	x	x
	Product Training	x	x	x	x
	Rental Car Discount		x	x	x
	GM Discount		x	x	x
REWARDS	Xylem Stock		x	x	x
	Point Bank		x	1.5x	2x
	Rewards Store (Tools, Co-Brands, Gift Cards)		x	x	x
PROMOTIONS & OPPORTUNITIES	GPDA Scholarship	x	x	x	x
	Double and Triple Point Promotions	x	x	x	x
	National Promotions	x	x	x	x

Tier Rollover

Tier qualification for the 2024 GPDA Program is based on products ordered between January 1, 2024, and December 31, 2024.

Once you achieve a status level, you will maintain that status for the remainder of this year and all of next year, as long as you make the minimum qualifying purchases and remain in good standing.

For example, if a member earns 40,000 points and reaches Bronze status in June of this year, that member will keep Bronze status for the remainder of this year and all of next year, as long as they maintain their membership by making the minimum qualifying purchase next year. That same member would then have to earn at least 40,000 points next year to keep Bronze status the following year, and so on.

Four Ways to Earn Points

1. Rewards Points for Eligible Products

PRODUCT TYPE	PART NUMBER	IRON	BRONZE	STAINLESS
JET PUMPS				
JRD, JRS	All	259	389	518
J+, JS+, HSJ, SJ, VJ	All	374	561	748
GT	All	374	561	748
4" SUBMERSIBLES				
HS, CS, GS, G	1/2 to 1.5	374	561	748
GS with motor	1/2 to 1.5	374	561	748
GS with motor	2 to 5	604	906	1208
GS with motor	7.5 and up	834	1251	1668
GS pump end only (no motor)	1/2 to 1.5	202	303	404
GS pump end only (no motor)	2 to 5	317	476	634
GS pump end only (no motor)	7.5 and up	432	648	864
4" Motors	1/2 to 1.5	202	303	404
4" Motors	2 to 5	317	476	634
4" Motors	7.5 and up	432	648	864
6" SUBMERSIBLES				
L series	All	1150	1725	2300
H series	All	1150	1725	2300
6" Motors	All	604	906	1208
8" Motors	All	892	1338	1784
WASTEWATER PUMPS AND PANELS				
WS D3, WS D4	All	2099	3149	4198
WE, WS_B, WS_BF, WS_BHF, AGS, RGS, VTX, GFE	All	633	950	1266
EP04, EP05, WW, DW, DV, DM, PE, PS, PV, GSD, GEP	All	547	821	1094
EB, EBHC	8EB, 12EB, 20EB, 33EB, 55EB	547	821	1094
ST, LSP, 20AE, GSP	All	374	561	748
Duplex and Simplex Panels (D10020 & S10020)	Single and Three Phase Panel	374	561	748
Simplex and Duplex Panels (KS19020WF, KS34518WF, KD19020WF, KD34518WF)	K Single and Three Phase panels	374	561	748
SD NS Wastewater Control Panels	All	374	561	748

PRODUCT TYPE	PART NUMBER	IRON	BRONZE	STAINLESS
GWT WASTEWATER PACKAGES				
All GWT Wastewater Packages	All	547	821	1094
TANKS				
Tanks	V60, V60H, V60MP, V60PST, T60125, V80, V80EX, T80	202	303	404
Tanks	V100, V100S, T100	259	389	518
Tanks	V140, V140B, T140	288	432	576
Tanks	V200, T200	317	476	634
Tanks	V260, T260	374	561	748
Tanks	V250, T250	374	561	748
Tanks	V350, T350	547	821	1094
RESIDENTIAL BOOSTING				
ResiBoost	All	460	690	920
WIFI ALARMS				
WiFi Alarms	HAW-2, WLA, AqWiFi	374	561	748
AQUAVAR				
e-AB3	All	547	821	1094
IPC	All	1783	2675	3566
Aquavar SOLO ²	1AS15	547	821	1094
Aquavar SOLO ²	3AS20	460	690	920
Aquavar SOLO ²	3AS30	633	950	1266
Aquavar SOLO ²	3AS50	1122	1683	2244
PROPAK				
ProPak	All	604	906	1208
WATER SYSTEMS CENTRIFUGAL PUMPS				
3642, 3742, MCC, PLSP, HSC, e-HM, GB	All	374	561	748
3656S / 3756S; 3656 LH / 3756 LH	All	719	1079	1438
3656 M/L; 3756 M/L	All	1438	2157	2876
ASSEMBLED TURBINES (Points will be submitted by your distributor)				
5" to 9"	All	1150	1725	2300
10" to 12"	All	2156	3234	4312
13" and larger	All	9488	14232	18976

Red Jacket Series

PRODUCT TYPE	PART NUMBER	IRON	BRONZE	STAINLESS
JET PUMPS				
RJA & EZ Prime	All	259	389	518
4" SUBMERSIBLES				
Enduro Pump End Only (no motor)	1/2 to 1.5	202	303	404
Enduro Pump End Only (no motor)	2 to 5	317	476	634
Enduro with Motor	1/2 to 1.5	374	561	748
Grizzly with motor	1/2 to 1.5	374	561	748



2. Milestone Awards for Program Participation

Earn additional points and rewards as you progress in the program. Any member who reaches a new milestone for the first time is eligible to receive milestone awards. Milestone Awards are not retroactive.

For example, if a member is at the Iron Level with 20,000 points in the prior program year, and they reach 25,000 points in the current program year, they would be eligible for the Earn 25,000 Points Milestone Award. They would not retroactively receive the Achieve Iron Level, Earn 5,000 Points or Earn 10,000 Points awards.

CATEGORY	ACTION	MOTIVATOR	REWARD/ACTION
MILESTONE AWARDS	Achieve Iron Level (Purchase 10 Products / Earn 2,500 Points)	Rank Level Award	\$10 Merchant Gift Card
	Earn 5,000 Points	Milestone Progress Toward Bronze	2,500 Bonus Points
	Earn 10,000 Points	Milestone Progress Toward Bronze	2,500 Bonus Points
	Earn 25,000 Points	Milestone Progress Toward Bronze	2,500 Bonus Points
	Achieve Bronze Level (Earn 40,000 Points)	Rank Level Award	\$25 Visa Gift Card
	Earn 50,000 Points	Milestone Progress Toward Stainless	5,500 Bonus Points
	Earn 75,000 Points	Milestone Progress Toward Stainless	5,500 Bonus Points
	Achieve Stainless Level (Earn 100,000 Points)	Rank Level Award	\$100 Visa Gift Card

3. Training

Earn points towards your next status level by participating in training opportunities.

Choose from in-person Factory School classes, efficient one-hour webinars and our e-Learning system courses, which make it easy for you to get up-to-date product information, troubleshooting tips and industry knowledge.

CATEGORY	ACTION	MOTIVATOR	REWARD/ACTION
TRAINING	In-Person Factory School Training	Professional Advancement	10,000 Points
	Each e-Learning Module	Professional Advancement	500 Points
	Each Webinar	Professional Advancement	1,000 Points

4. Testing and Feedback

Participate in product field testing opportunities and earn as many as 5,000 points. Additional points can be earned by participating in research and submitting reviews.

CATEGORY	ACTION	MOTIVATOR	REWARD/ACTION
PRODUCT TESTING	Participating in In-Depth Research	Improve Product Quality	1,000 Points
	Field Testing Products	Improve Product Quality	5,000 Points

NEW

We're offering new rewards to support a dealer's business.

They include:

1. A rewards store that will not only offer promo items but also tools that dealers traditionally use in their everyday business operations. These include gas cards, ohm meters and the like.
2. Co-branded promotional materials and wearables to help get the word out about their businesses.

These come along with the gift cards, Xylem stock and Watermark contributions that we usually offer.

NEW

We have a new help center and more robust customer service support

Our customer service ensures that you get what you need when you need it. That includes:

- A live customer service call line. Call [855-654-4387](tel:855-654-4387). Monday - Friday from 8 am to 5 pm PST.
- A new live online chat.
- Email support.

SEE HOW WE HAVE EVOLVED

[VISIT GPDA.XYLEM.COM](https://www.gouldswater.com/gpda)

HELP CENTER: [855-654-4387](tel:855-654-4387)


Connect with us on our social platforms

 [YouTube.com/GouldsWaterTechnology](https://www.youtube.com/GouldsWaterTechnology)

 Facebook - @GouldsWaterTechnology

 Instagram - @GouldsWaterTechnology

 LinkedIn - @GouldsWaterTechnology

 X (formerly known as Twitter) - @GouldsWaterTech

Xylem |'zīləm|

- 1) The tissue in plants that brings water upward from the roots;
- 2) a leading global water technology company.

We're a global team unified in a common purpose: creating advanced technology solutions to the world's water challenges. Developing new technologies that will improve the way water is used, conserved, and re-used in the future is central to our work. Our products and services move, treat, analyze, monitor and return water to the environment, in public utility, industrial, residential and commercial building services, and agricultural settings. With its October 2016 acquisition of Sensus, Xylem added smart metering, network technologies and advanced data analytics for water, gas and electric utilities to its portfolio of solutions. In more than 150 countries, we have strong, long-standing relationships with customers who know us for our powerful combination of leading product brands and applications expertise with a strong focus on developing comprehensive, sustainable solutions.

For more information on how Xylem can help you, go to www.xylem.com



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