

Web596

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## **SAINT-GOBAIN WEBER REWARDS LOYALTY SCHEME NOW BIGGER AND BETTER THAN EVER**

The popular **Weber** Rewards loyalty scheme for tilers has received a well-earned makeover. With a new and improved website and Rewards catalogue, an easier points collection process and the 'Redeem on the Go' App which is now available on Android too, Weber is making sure tilers are 'feeling the love'.

Since the **Love Weber** campaign was introduced three years ago, almost 5,000 tilers have registered to enjoy this loyalty scheme. "Our best-selling powder tile fixing and floor levelling products carry a unique number on the outer packaging," says Tracey Dempster, marketing manager, **Saint-Gobain Weber**. "Tilers can enter these numbers after registering at [www.loveweber.co.uk](http://www.loveweber.co.uk) where a points total is calculated automatically. When our customers have enough points they can choose their Reward."

The new-look, functionality-rich website is designed to interact with visitors making registration of points quick and easy. An at-a-glance points total is displayed and a suggested list of qualifying Rewards provided. Alternatively, a Rewards treat goal can be pre-selected with a count-down calculator reminding tilers how many points are still required.

The Rewards catalogue has been refreshed with more products including branded clothing, sports-wear and equipment, the latest electronic devices, hotel and spa breaks, while there is an even greater choice of exclusive Virgin Experience Days.

"We've gone even further to make it easier to register points," continues Ms Dempster. "We've added QR codes to the Rewards stickers so points can be uploaded to accounts immediately. The 'Redeem on the Go' App is also now available to download from Google Play for Android smartphones and tablets as well as from iTunes for iPhone and iPad users. It's never been easier, and the downloads are free." The App features product details of the complete **Weber** range of adhesives and grouts as well as stockist information, trade events, special promotions with extra points and much more.

Technical support is available from **Weber's** experienced advisors who can offer on-site advice at specification stage and during application. Site visits, product demonstrations and problem solving advice is also available.

For more information about this loyalty scheme, or for technical support, please contact **Saint-Gobain Weber** on 08703 330 070, or visit [www.loveweber.co.uk](http://www.loveweber.co.uk).

Customers in Ireland should call 028 9335 2999. Follow **Love Weber** on Twitter @LoveWeber for the latest company news and updates.

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