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SAINT-GOBAIN WEBER LOVES TILE FIXERS BACK

Following the enormous success of the '**Love Weber**' campaign by **Saint-Gobain Weber**, the leading UK formulator and manufacturer of innovative construction materials, the company's loyalty scheme designed for tile fixers is sharing similar popularity.

Selected best-selling products within **Saint-Gobain Weber's** tile fixing and flooring ranges, including those with innovative Low Dust Technology, now come with Rewards stickers that can be redeemed at www.loveweber.co.uk. Simply peel off the sticker to reveal the unique code and after registering on the '**Love Weber**' site, the code can be used to build loyalty Rewards points.

These points can then be redeemed for a variety of exciting Rewards ranging from branded clothing, golf equipment and iPod shuffles to exclusive Virgin Experience Days, all of which can be claimed online. Various additional promotions will also be running, such as offering additional points at trade days, where 100 bonus points can be earned by just showing the Rewards card.

Saint-Gobain Weber will implement a monthly Facebook-hosted quiz especially for tile fixers with product-related questions that will earn bonus Rewards. A winner will be selected at random and will receive additional points for their Rewards fund.

"Our first redemption of an iPad 2 has just been made by Paul Adkins Tiling," says James Mead, head of product management, **Saint-Gobain Weber**. "Just 110,000 points has earned Paul a Reward worth around £300." The iPad was presented to Paul Adkins of Woodcote, Surrey, by Lee Hobbins, area sales manager, **Saint-Gobain Weber**, at Ceramica Tiles Ashstead where Paul purchases products across **Weber's** extensive, high performance tile fixing range.

"A boy's Rayleigh bicycle was also redeemed just four weeks after the '**Love Weber**' campaign launched which goes to show that **Saint-Gobain Weber** not only loves tile fixers but we love their families too," continues James Mead. "This is a great loyalty scheme and the choice of Rewards means that everyone in the family can benefit."

The Rewards scheme has also been a massive success with distributors who have seen increased sales levels of **Saint-Gobain Weber** products since the launch. "The '**Love Weber**' Rewards scheme is proving to be really popular," says Nathan Collins, assistant branch manager, Tile Base, Croydon, "and sales of the **weber.set SPF** products in particular have increased considerably. In

fact, we've never seen so many guys so excited about being rewarded for purchasing these excellent products – they're just loving it."

More information about **Saint-Gobain Weber's** tile products is available on 08703 330 070, or 028 9335 2999 in Northern Ireland & ROI, or visit www.netweber.co.uk for technical help and support. A free download of the new **weber.app** for iPhone and iPad users is available from the iTunes app store and from Google Play for android smartphones and tablets, links to which can be found on the website.