

Release date: 29 May 2018

Primaflow F&P's Customer Rewards scheme is back – and eight times better than before!

The UK's largest heating, plumbing and bathroom wholesaler Primaflow F&P has announced the return of its Customer Rewards initiative. This year's programme has been significantly upscaled, to offer eight times more reward items, as well as the option to claim multiple Rewards as they are earned.

Until 31st August, the wholesaler's merchant and retailer customers will have the opportunity to earn points for every £1 spent on products, across all ranges: plumbing, heating, bathrooms, fittings and accessories. These points will accumulate during the promotional period and can be redeemed against a range of Rewards, across four categories: Lifestyle, Technology, Experiences and Team Events.

Primaflow F&P's Head of Marketing Tim Ramsey explains the rationale behind the exclusive scheme – and outlines the collaborative process behind its evolution:

“Our core mission at Primaflow F&P is to deliver more for our customers, and this initiative aligns perfectly with that. Our customers need not expend no additional time, resource or effort: they simply place orders as usual, reaping the rewards as they go.

“We launched the scheme last year to an enthusiastic reception, and since then have been working closely with customers to enhance the key elements. As a result, we have broadened the scheme in all directions: we've extended the run time, built in the option to redeem multiple Rewards, as well as to claim throughout the promotion without having to wait until the closing date – and, crucially, we've added in 75 new Rewards, to give customers a rich variety of options.”

Rewards are sectioned into four categories: Technology (with items including iPhones and TVs), Lifestyle (from luxury BBQs to high-end watches), Experiences (including theatre breaks and trips to destinations including New York, Paris and Dubai) and Team Events (including cocktail workshops and hospitality race days).

Tim explains that the new scheme has been designed to maximise options for team interaction:

“In addition to the many items that can be claimed for individual use, we have also selected a wide range of Rewards that can be shared by whole teams or offices – such as pool tables and coffee machines, as well as events. And we have removed the previous ‘group booking’ restriction on experiences, so that they can now be booked individually – thus giving customers increased flexibility.”

All Primaflow F&P customers across the UK have been automatically entered into the scheme for free, and are invited to activate their account via www.fandprewards.co.uk. Once enrolled, customers will gain access to a promotional brochure and website – as well as a personalised accumulator, to keep track of progress.

As in the previous version of the scheme, points will be gained for every £1 spent on product, with customers working towards tier targets. However, under the revised initiative, customers can redeem Rewards as soon as they have been earned, with no obligation to wait until the closing date.

Primaflow F&P customers can activate their account by visiting www.fandprewards.co.uk or calling the dedicated rewards line on 01844 224000.

ends

For information on the products and services provided by Primaflow F&P, contact F&P Wholesale, Eldon Way, Crick, Northamptonshire, NN6 7SL.
E-mail: info@fpwholesale.co.uk Website: <http://www.fpwholesale.co.uk>



<https://www.facebook.com/FandPWholesale>



https://twitter.com/F_P_Wholesale



<https://www.linkedin.com/company/f-&-p-wholesale>



<https://www.youtube.com/channel/UCYX6inRo5waCgRdl2J5yPCA>

Note to editor:

Primaflow F&P is the UK’s biggest wholesaler of plumbing, heating and bathroom materials, providing more than 18,000 products to over 7,000 customers. With roots going back 40 years, Primaflow F&P has established a reputation within the

merchant sector for offering quality products and a first-rate service at a competitive price.

For further press information please contact Sonya Hayden on 020 8647 4467 or email sonya.hayden@garnettkeeler.com.

F&P/112/18