

Dear Valued Customer,

Re: Loyalty Sticker Scheme

The time has come for Groomers Limited to update its loyalty programme. We know that many of you who have been customers for a long time love the stickers but are often frustrated that they get lost on an order or lost in a drawer! We will stop issuing stickers at the end of 2017. To send the scheme out with a blast we are running:

'DOUBLE BONUS DECEMBER'

All orders paid for through December will qualify for double stickers to help complete your cards.

You have until the 31st March 2018 to return completed cards for them to be credited to your account and until 30th June 2018 to use the credit. After these dates cards will no longer be valid.

Completed cards should be posted to:

Susie Goodall, Groomers Limited, 137 Greenham Business Park, Thatcham, RG19 6HN

New for 2018 we will be rolling the benefits that the loyalty stickers give into our regular pricing and promotion policy. You will get the benefits of the discount that the programme offers but without the administration hassle of having to remember where you put your loyalty card and returning it to Groomers for credits.

We will continue to offer rewards and will be launching our new programme of benefits in 2018. To get ready please make sure we have your correct business name, contact details and the nature of your business registered with us, particularly if you shop on-line. You will find all the fields you need to complete under your account information.

Kind regards.

Jo Hargraves
Head of Marketing

