

For immediate issue - GDBPR07.10

4th January 2011

LOYALTY SCHEME SET TO IGNITE INSTALLER BUSINESS

Relentless in its pursuit to establish the Dimplex gas boiler brand, Glen Dimplex Boilers has unveiled a loyalty reward scheme dedicated to its installers. Aptly named ***ignite***, this new scheme not only combines simplicity with dedicated support, it is bursting with rewards and incentives.

Available to all Gas Safe registered installers upon application, ***ignite*** is easy to join and even more straightforward to follow. Subject to the number of Dimplex gas boilers installed, installers are able to claim a variety of rewards including quality branded work wear, gift vouchers and up to £2,000 rebates. Plus, upon joining, all newcomers will receive a FREE welcome pack containing a variety of promotional support material.

ignite also provides an extensive array of other benefits for installers. These comprise access to vital sales leads, the services of a dedicated account manager together with invitations to key events. Plus, via the Glen Dimplex Group, preferential rates are also available for the purchase of Stoves, Belling and New World kitchen appliances.

Amanda Byrne, Marketing Manager at Glen Dimplex Boilers explains: “***ignite*** is designed to provide an unrivalled range of financial, business and promotional paybacks for our installers. Unlike other schemes, ***ignite*** is easy to join, simple to follow and heavily focused on helping installers grow their business by choosing the Dimplex gas boiler brand.”

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She continues: “As well as providing premium gas boilers without the price, along with a leading five year parts and labour warranty, an added strength of the British-made Dimplex gas boiler brand lies in its ability to provide superior levels of customer care and support for the installer. It is this unrivalled level of support that is reflected in our new loyalty scheme.”

With application forms available by contacting the Installer Hotline on 0151 493 3452, **ignite** is free to join and upon successful application, members will receive a free welcome pack and can begin enjoying the benefits that a leading brand name can deliver.

For further information visit the Glen Dimplex Boilers website at: www.glendimplexboilers.co.uk

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PHOTO-CAPTION: Glen Dimplex Boilers has unveiled **ignite** - a new loyalty reward scheme dedicated to its installers.

