Press Information

Armacell-Premium: The exclusive rewards scheme for insulation contractors from Armacell

The trade can now secure attractive rewards with Armaflex products

Münster/Cologne, 8 May 2014 – The race for points is on: in perfect time for the ISO trade fair, Armacell has now extended its successful rewards scheme for insulation contractors to Switzerland, Austria, France and the United Kingdom. In Germany, Denmark and the Benelux countries, more than 450 companies already take part in the scheme and regularly secure attractive rewards from a wide range of categories. Products waiting for points collectors include the new Apple iPhone 5s, the iPad Air, the TomTom Start Classic Central Europe navigation system, the KitchenAid food processor or the Kärcher high-pressure cleaner. Armacell-Premium is the insulation manufacturer's way of thanking its partners in the trade for their many years of loyalty and their trust in Armacell products.

Collect bonus points and secure rewards

It takes just a few minutes and a couple of clicks on the Internet to join the Armacell-Premium scheme: managers and owners of insulation companies can register at www.armacell-premium.com. They will receive their access details immediately and, if they wish, can set up additional accounts for employees.

The following Armacell products carry bonus points which can be collected and exchanged for attractive rewards: AF/Armaflex, Armaflex Ultima, HT/Armaflex, NH/Armaflex, Armaflex Protect and Arma-Chek. There are plans to include further products in the Armacell-Premium scheme later this year. The points (iBonus codes) can be found on the labels of the product packaging. And additional points are awarded for taking part in Armacell training courses and seminars. The loyalty rewards are simply ordered online and delivered free within 10 days. Using the Armacell-Premium app for smartphones makes the process even easier. It is available free of charge in the App Store and on Google Play.

Armacell is a manufacturer of engineered foams and the world leader in the market for flexible technical insulation materials. In the financial year 2013, the company generated an annual turnover of 500 million euros. The group employs around 2,500 people and has 20 factories in 13 countries. It is headquartered in Münster, Germany. ARMAFLEX is the leading brand in the field of flexible technical insulation. The company also produces thermoplastic insulation materials, covering systems, fire protection and noise control solutions as well as special foams for a multitude of industrial applications. Over the last two years, Armacell has developed new insulation systems for the oil and gas market, core foams for composite materials, and low-smoke products that are setting new standards in the industry. Further information on the company can be found at www.armacell.com.

Caption:
Well worth taking part: Armacell offers its partners in the trade a wide variety of high-quality rewards (Photo: Armacell)