



Paints



Press Release
March 25th 2011

Dulux Decorator Centres' Nectar Loyalty Programme Benefits Customers and Local Communities

Dulux Decorator Centres' exclusive partnership with the Nectar Business has enabled construction firm, Seddons, to donate two much-needed flat screen TVs to Grantham Hospital.

Seddons, who had been working on wards five and six of the hospital in Lincolnshire, was able to make the donation by spending Nectar points accrued at its local Dulux Decorator Centre in Sleaford.

Nectar Business, the small business loyalty programme, enables cardholders to collect points on their everyday business purchases to spend on rewards for their businesses, themselves or, in this case, a worthy cause. With a variety of redeeming partners including Argos, Sainsbury's and Expedia, there are plenty of rewards on offer.



Steven Knitter, Area Manager of Seddons Nottingham, commented: "While working at the hospital we got to know the staff and patients well, so when we heard the wards were without suitable TVs we made a spur of the moment decision to help. Using our Nectar points collected through Dulux Decorating Centres meant the purchase didn't cost us a penny but seeing the look on the faces of the staff and patients was priceless."

Di Woods, Sister on ward six, commented: "The wards look fantastic now that they have been re-decorated – patients and visitors have already commented on how nice they look. It's a lovely added bonus that we have been given the two new TVs. We have been able to put one in each of the dayrooms for everyone to enjoy."

Beverley Whitehead, marketing and communications manager at Dulux Decorator Centres, added: "It is great that by offering the Nectar Business reward programme to our customers, a worthy organisation was able to benefit. It's fantastic that Seddons chose to use its points in this way."

"There are thousands of ways to reward your business and treat yourself with Nectar Business. If you don't already have a card, register online at <http://www.nectar-business.com> or pick up an application form from your local store."

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