

25th August, 2017

## **Garages scoop thousands in prizes from Comma's StickerSmart Rewards Campaign**

Hundreds of workshops are benefiting from prizes won through a sticker collection campaign linked to Comma Oil products.

Stickers collected from 5L and 20L performance motor oil packs and voucher codes from 60L and 199L barrels can be placed on a StickerSmart wall chart and redeemed for a number of gifts ranging from a portable DAB radio to a 40" HD TV.

Since the beginning of 2017, Comma Oil has reported over £14,000 worth of gifts redeemed through the incentive.

Workshop technicians who are members of the Comma Professional Partner Programme, apply to receive the corresponding StickerSmart wall chart. Stickers found on Comma Oil products are placed on the wall chart, which can be posted back to Comma to redeem prizes. Alternatively PPP members can add voucher codes from purchased barrels to the 'Redeem a Voucher Code' section on the Comma Oil merchandise webpage. In 2017, over 420 unique workshops have participated in StickerSmart Rewards so far, which is a 76% increase in comparison to the 2016 campaign.

Prizes can be redeemed with as little as 40 stickers to earn a smoothie maker whilst 290 stickers can earn a garage an iPad and 300 stickers can earn a 40 inch TV. In 2017, one workshop redeemed enough stickers to receive five 40-inch televisions whilst another collected enough points to redeem three iPad minis.

A technician, Tony Beedle was quoted saying "We have really got behind the promotion and will continue to use it. What a fantastic concept, we have managed to kit all our stores with TVs. They have been wall mounted and now run promotions, offers and technical information for our customers."

The closing date for receiving wall charts for this year's scheme will be the 15<sup>th</sup> September.

For further information on the StickerSmart scheme or the Professional Partner Programme, contact your local area sales manager, or call Comma Customer Services on 01474 564 311.

**Ends**

Comma Oil & Chemicals Limited was founded in 1965. As a world class manufacturer and supplier of automotive lubricants, chemicals and car care products, the Comma brand range of products for passenger, light commercial and heavy goods vehicles is distributed in more than 40 global markets to both professional mechanics and motorists.

Comma became a wholly-owned operating division of Cosan S.A. of São Paulo, Brazil, in 2012. For more information, go to [www.CommaOil.com](http://www.CommaOil.com)

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