amp Air Conditioning Launches Loyalty Reward Programme

Friday 8 May, 2015

Build points and earn rewards with amp Diamonds

London, 8th May 2015: amp, the UK's leading independent distributor of air conditioning products, has announced the launch of amp Diamonds, its loyalty reward programme.

The initiative, which amp launched this week in partnership with Mitsubishi Heavy Industries, gives new and existing customers the ability to collect points on MHI purchases which can be redeemed at some of the biggest brands, including Amazon, John Lewis, Red Letter Days, Hotel Voucher Shop and Marks & Spencer. Customers will also enjoy exclusive business benefits, such as extended product warranties and marketing cashback.

Polly McConachie, cofounder of amp, says, "We're proud to launch this exciting reward programme offering both existing and new customers unique benefits when they purchase MHI products from amp.

We have carefully selected a range of retailers to work with, and we plan to offer a wider choice moving forward so there will be something for everyone". McConachie continues, "Teaming up with Mitsubishi Heavy Industries to launch amp Diamonds and offering our customers such a broad range of rewards is something we are extremely proud of. It's free to join the programme, and we anticipate very high uptake.

We have established ourselves as leaders in the industry by providing outstanding service and expertise to our customers since launching the company in 1989. The rewards programme is just one of the exciting announcements we look forward to sharing this year".

Membership is split into two levels: Diamond Partner and Diamond Select Partner. Customers who qualify for the Diamond Partner level will see their standard MHI warranties extended from 3 to 5 years for both parts and labour allowances. The warranties for Diamond Select Partners will increase to 6 years.

The amp Diamonds loyalty programme officially launches across the UK this week. Customers can find more information and sign up at www.ampdiamonds.co.uk.

ENDS

About amp Air Conditioning:

Established in 1989, amp Air Conditioning is the largest independent air conditioning system distributor in the UK. The company provides air conditioning products and solutions to qualified, FGasregistered air conditioning installers and consultants. Working with some of the most advanced systems on the market, it supplies and supports three of the world's leading brands: Mitsubishi Heavy Industries, Toshiba and Fujitsu. As one of the UK's most respected air conditioning suppliers, amp offers excellent product knowledge, technical knowhow and firstclass customer service.

From stateoftheart split systems to energyefficient VRF systems and integrated advanced controls, amp has the expertise necessary to tailor optimal solutions in virtually any application, including residential, commercial and corporate.

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