

Hepworth Clay Premier Scheme 2023

- ★ Earn points to redeem against product
- ★ Access to direct to site business
- ★ Promoted as a main stockist to contractors

Effective from 1st April 2023. See inside for the full details.



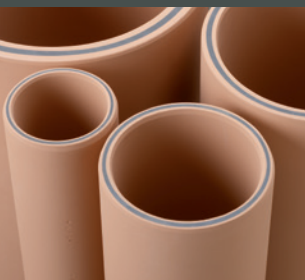
Hepworth Clay Premier Scheme

This document has been updated to include the redemption tables valid from 1st April 2023.

Benefits of the Premier Scheme for Branches

The Premier Scheme is a membership reward programme for Hepworth Clay drainage stockists. It is designed to incentivise branches that commit to a specified stock profile and branch turnover level each year. Points earned can be redeemed for product to improve branch profitability.

- There are three categories of Premier stockist, **Premier**, **Premier Plus** and **Premier Champion** that can earn **List Price Points** which is calculated as a percentage of a branch's net into stock purchases of PG1 and PG2.
- The percentage rate at which **List Price Points** can be earned is determined by a branch's level within the scheme.
- **List Price Points** can be redeemed for free stock when sufficient points have been accumulated – improving branch profitability (See redemption points table).
- Membership of the scheme also allows Premier Stockists to have access to contractors' Direct Contract Agreement (DCA) business.
- Contractors can only place orders for direct to site delivery through approved Premier Stockist members.
- Hepworth Clay works with stockists to generate sales opportunities and business growth through a dedicated below ground focused sales force.
- The scheme ensures that contractors will have access to a comprehensive range of clay drainage stock ex-branch.
- Your branch will be listed as a Hepworth Clay main stockist on the Wavin Stockist Locator.
- Marketing support, including point of sale and online training is available.



Additional Information about the scheme

- Product can be redeemed at any time when a branch has enough points remaining. The entry level is 216 points, to redeem a bag of 4 No. 225mm couplings as shown on the Redemption Points Table.
- Points can be rolled over at year end – but must be used by the end of March in the following year i.e. points earned in 2023 need to be redeemed by 31st March 2024. Any 2023 points not redeemed by this date will be removed from the April 2024 statement.
- Premier stockists must meet minimum criteria of both stock profile and turnover which will be reviewed continually and at each year end (see clay drainage trade price list for stock profiles).
- Only branches accepted into the scheme will accrue points.
- Premier branches must be nominated by the contractor to have access to their DCAs. Only branches accepted into the Premier Scheme will be granted access to DCA business.
- Premier stockists will be automatically promoted to Premier Plus or Premier Champion once the spend level has been achieved. Points accrual at the higher level will start on the following month. The change in status will be noted on your branch statement.
- Premier stockists that do not achieve the spend level targets could also be demoted automatically from Premier Champion or Premier Plus status; but not automatically removed from the scheme without prior discussion.
- Premier Scheme statements are issued on a monthly basis via email. To inform us of any change in details or if you have any other queries, please email PremierpointsUK@wavin.com

How to apply to become a Premier Stockist

Please contact your local sales representative who can progress your application. Points accrual will start on the date of confirmation of acceptance into the Premier Scheme. New stockists are required to place a minimum £10k net order of PG1 and PG2 and maintain minimum levels of stock at all times.

Abbreviations

- PG1 – Pricing Group 1, SuperSleeve HouseDrain
- PG2 – Pricing Group 2, Clayware
- MOV – Minimum Order Value
- DCA – Direct Contract Agreement
- EDI – Electronic Data Interchange

Premier Scheme Categories and how to earn points

Classification	Total net branch purchases p.a.*	Stock Profile (Shown in the trade price list)	Premier Points	Access to DCAs
Premier Champion	£100k+	100mm, 150mm and 225mm or 300mm	8%	Yes
Premier Plus	£30k - 100k	100mm and 150mm	6%	Yes
Premier	£15 - £30k	100mm or 150mm	4%	Yes
Stockist (not on scheme)	Less than £15k	Not Specified	None	No

All levels of Premier stockist now enjoy an enhanced point earning rate, which increases as you move up from **Premier** to **Premier Plus** and to **Premier Champion** as shown in the table above - helping you to get to your next redemption order faster.

For example: A **Premier Plus** branch with a net turnover of £30,000 of PG1 and PG2 annually, accumulates points at 6% and therefore will generate 1,800 **List Price Points** on these purchases.

The **List Price Points** can then be redeemed for products listed in the redemption points table.

How to redeem points

Redeeming your points is easy. You can only redeem your points when placing a Clay stock order that meets your minimum order value.

- First, check your monthly Premier Points statement to see how many **List Price Points** you have accrued.
- Select which products to claim from the Redemption Points Table below.
- Only the product and pack quantity combination(s) shown in the table can be redeemed.



Redemption Points Table

Product	Pack Qty	TPL/ each	TPL/ pack	Number of List Price Points required to redeem
Pipe (Packs only)				
SP1 - 100mm	102	£37.80	£3,855.60	3,855
SP1 - 100mm	51	£37.80	£1,927.80	1,927
SP2 - 150mm	55	£76.45	£4,204.75	4,204
SP2 - 150mm	33	£76.45	£2,522.85	2,522
SP4S - 225mm	12	£282.39	£3,388.68	3,388
SP7S - 300mm	9	£432.28	£3,890.52	3,890
Couplings (Bags only)				
SC1/1 - 100mm	25	£16.12	£403.00	403
SC1/2 - 150mm	25	£28.28	£707.00	707
SC1/5 - 225mm	4	£54.23	£216.92	216
SC1/7 - 300mm	3	£111.40	£334.20	334

NB: Above points table will be increased in line with future list price changes - Trade Price List 1st April 2023.

Place your stock order

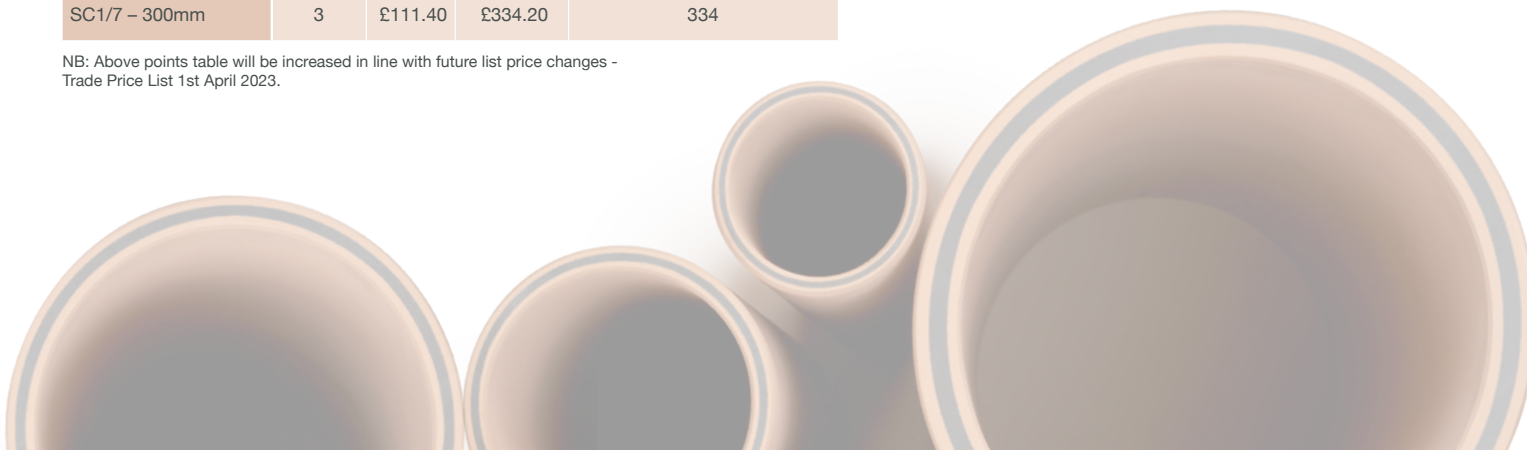
1. Place a normal stock order for Hepworth Clay PG1 and PG2 drainage products ensuring that the net value is above the MOV threshold in your current trading agreement.
2. Take a note of the order number – this will be needed as a reference on the redemption order.

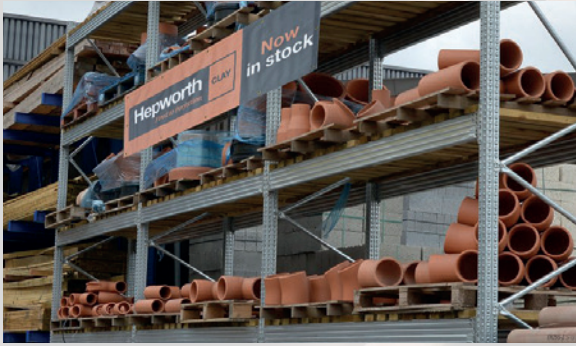
Followed by your redemption order

1. This order must be placed on the same day as your stock order.
2. The order should **ONLY** contain the product being redeemed, placed at ZERO value.
3. The order must cross reference your stock order e.g.

“Deliver with Stock Order (your stock order no.) Premier Points Redemption”

For EDI orders this should be placed in the order text. This will enable us to process your order accurately and efficiently.





Marketing Support

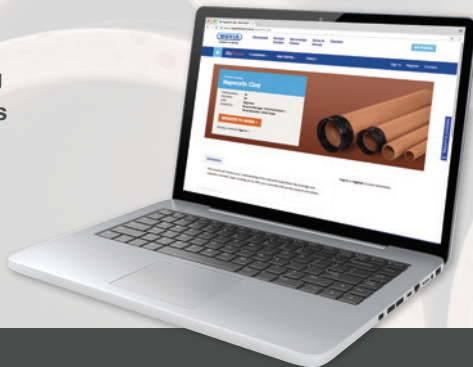
To help promote Hepworth Clay in your branch we have a range of marketing material available including point of sale, product images (for website, etc.), email banners and literature. You can order standard items directly from Wavin Literature Despatch - literature.uk@wavin.com

For other requests contact your sales person or the Merchant Advisor Team **0800 0380088**.

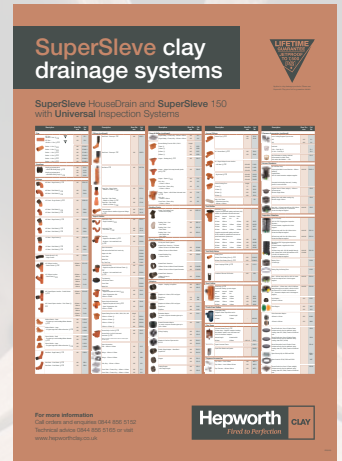
Training and 'How To' Videos

The Hepworth Clay training module is a good way to refresh your knowledge of the range. There is also a number of 'How To' videos to give guidance on handling, installation and maintenance issues. Access these from www.hepworthclay.co.uk

Online Training Courses



POS Material



SuperSleve Poster



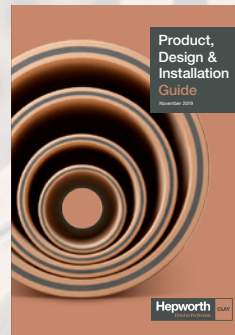
Stockist Banner



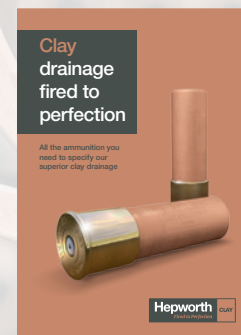
'How To' Videos



Printed Literature



Product, Design and Installation Guide



Specifier Guide



Price List

Hepworth Clay drainage systems are manufactured from natural materials to produce durable, high strength, quality products. This enables sustainable installation on site using recycled aggregates, and rigorous maintenance regimes in service. These market leading clay drainage systems are accepted within the built environment for residential, adoptable, commercial and industrial applications.

For further product information visit:
www.hepworthclay.co.uk

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KM 14092
BS EN 295 & BS 65



FM 00217



Hepworth CLAY
Fired to Perfection