

## PRESS RELEASE

### IMMEDIATE RELEASE

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## Tonnex Launch 6<sup>th</sup> Installment of Reseller Rewards

TOTTENHAM, VIC -- January 20, 2012 – Customer loyalty programs are nothing new, we have seen countless varieties in almost every industry sector imaginable, from coffee shops to hairdressers to the myriad of airline programs. However, not all programs engage their customers and therefore, not all programs work.

When you think of the programs that stand the test of time; they are all household names and within the IT/Stationery Industry it is hard to think of any such program that has been around longer than Tonnex's Reseller Rewards.

Launched back in February 2007, the Tonnex Reseller Rewards program is approaching its 6<sup>th</sup> year, a longevity that their National Marketing Manager, James Rendell, puts down to its design and administration. "Successful programs are those that are simple to participate in, provide genuine value and depth in their offering."

"The customers that have been participating in Reseller Rewards for some time are very clearly enjoying the ability to redeem items that are of genuine interest to them. We love this. For your customers to be able to make regular redemptions of quality products and know that there is still a wide range of options to choose from, is a key reason why the program engagement is still so high" said Rendell.

Reseller Rewards offers customers 2 reward points for every dollar that they spend with Tonnex. These points can then be redeemed from their rewards catalogue which, according to Rendell, has approximately 600 items across 33 different categories.

This year's program is called; Reseller Rewards 4U with the slogan 'Reward Yourself', which Rendell believes captures the approach customers are having towards the program.

"Everyone loves being rewarded and through being able to ensure that the gift you receive is something you want, guarantees it will be enjoyed."

"I think that once customers have the peace of mind that the program is in no way impacting on the competitiveness of their pricing or the reliability of their service, they then allow themselves to enjoy the program for what it is; a thank you from Tonnex for their continued business."

But according to Rendell it is still common for customers to make redemptions to use as gifts for staff or family, or to use for their own promotional giveaways. "Reseller Rewards is geared

around achievability. Most customers have the ability to make a redemption every few weeks with the points that can be accumulated, which offers great flexibility in what you redeem and how you choose to use your points. Being able to access such a wide range of products means you could do all your gift shopping for the whole year simply by using your Reseller Rewards points which is another reason the program is so popular.”

Rendell says that customers participating in Reseller Rewards still have the ability to participate in a wide range of Tonnex promotions which offer incentives such as discounts, free product and gift cards which expands on the Resellers ability to generate further value from their Tonnex purchases.

Tonnex have again attracted the support of the Vendors; with HP and Epson continuing their long term program sponsorship.

“HP are very proud to have been sponsors of Tonnex’s Reseller Rewards program since its inception and have again sponsored the program in 2012 as we believe it to be of continued value for HP, Tonnex and the Reseller channel” said Robert McCance, LaserJet and Enterprise Solutions Business Manager, Hewlett-Packard Australia.

Toni Pensa, National Sales Manager for Epson Australia commenting that, “Epson are delighted to again be associated with the Tonnex Reseller Rewards Program. Not only do Resellers get all the usual great Tonnex service and pricing – but they also receive these fantastic loyalty rewards. This is the fifth year we have supported this innovative initiative and each year it just gets bigger and better.”

Joining HP & Epson as program sponsors; Lanier have come on board for the first time in 2012.

"Being a relatively new player in the channel, we see the Tonnex Reseller Rewards program as a great way to raise the profile of our brand, while at the same time rewarding partners that choose to sell our products" said Matthew Smith, National Dealer Manager- Printers, Lanier Australia.

Gino Severin, National Marketing Manager – Printers, Lanier Australia, echoed this sentiment in support of Lanier’s work with Tonnex commenting that, "working with Tonnex has been refreshing. Their focus on providing value added services to their customers is what makes them stand out in the industry. We look forward to a successful relationship in 2012 and beyond."

“We are very grateful for the support that our Vendors provide towards this program which helps ensure its long-term success” said Rendell.

Reseller Rewards 4U commences on the 1<sup>st</sup> of February. Full program information is available from [www.tonnex.com.au](http://www.tonnex.com.au)

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