

Da: Mates Italiana - Clara Menefoglio c.menefoglio@mates.it 
Oggetto: Fwd: The Emerald Programme
Data: 12 gennaio 2021, 11:26
A: Michele Vittorio Antonini m.v.antonini@mates.it



Inizio messaggio inoltrato:

Da: Anne-Christine Lambert <anne-christine.lambert@armacell.com>
Oggetto: The Emerald Programme
Data: 12 gennaio 2021 11:15:32 CET
A: "c.menefoglio@mates.it" <c.menefoglio@mates.it>


Dear Clara,

We are excited to announce the launch of our loyalty initiative **The Emerald Programme**.



As a much-valued PET Foams customer, you are very welcome to be a part of it. We have created this new programme to say thank you to our amazing customers, like you! It gives you some reward for being a loyal customer, and will support you further throughout your growth story when you use our innovative, eco-friendly PET foam product solutions.

The Emerald Programme offers four levels of participation based on the total number of points earned in a calendar year. Each level has its own unique rewards, such as participation in exclusive webinars, technical training sessions, pre-insights into new product developments or rebates on freight costs.

	 MEMBER	 EXPLORER	 GUIDE	 AMBASSADOR
		250 points	350 points	450 points
Access to exclusive, regular webinars				

Yearly certificate showing the number of recycled bottles and CO ₂ emission savings				
Access to technical session for extended training and discussion on new products, applications and process optimization				
Exclusive insight into bi-yearly product portfolio development and innovation				
Free freight for samples and prototypes up to 200 EUR (or your local currency equivalent)				
Free freight for samples and prototypes up to 400 EUR (or your local currency equivalent)				
Access to individual technical support <i>(Free consultancy at a value of 1000 EUR/day, available on-site or remotely)</i>				

Your initial rating has been assessed based on our current business relationship and your use of Armacell's PET foam product solutions. Your current **The Emerald Programme** point level is: **100**

Congratulations – your level is



MEMBER

You can **earn loyalty points** every time you

- successfully refer Armacell to new customers (additional 50 points)
- participate in case studies (additional 50 points)
- support successful specification work (additional 50 points)
- set-up a long-term agreement (additional 50 points)
- participate in surveys or product development initiatives (additional 25 points)
- follow us on [LinkedIn](#) (additional 25 points)

With each new participation level, you will enjoy added benefits. Your status will be reviewed at the end of each calendar year and the next status level will start the following year.

We appreciate you being our customer and it has always been our aim to make your Armacell user experience as exciting as possible. **The Emerald**

Programme is designed to support us on this journey. The programme is not meant to be used for advertising purposes. All communication is limited to invitations to activities and the provision of related benefits. If you have any questions regarding the programme or do not wish to be part of it, do not hesitate to contact us pet-cs-thi@armacell.com or any of our sales representatives.

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Thomas Kessel

General Manager PET Foams
Armacell Group

A handwritten signature in black ink, appearing to read 'Thomas Kessel', with a stylized, flowing script.