

CHRISTMAS PROMOTION



THE DRINKS ARE ON US...



Midland Lead is proud to introduce you to our NEW Christmas promotion for 2014; the great British Pub Card.

An initiative that will earn you points whenever you buy at Midland Lead (lead sheet or ancillaries). In return, we will exchange these points into money to be uploaded on your great British Pub Card, so you can have a drink on us...

HOW THE GREAT BRITISH PUB CARD WORKS

Our **great British Pub Card** is very simple. Every time you buy lead sheet or ancillaries from us, between the 1st of October till the 5th of December 2014, we will award you with points. For every half tonne of lead bought with us, you will earn 1 point. For ancillaries worth £50, you will also earn 1 point. At the end of the promotional period we will add up all your points and exchange each point for £1 to be uploaded on your card. As soon as we've done our sums, we will make sure your great British Pub Card gets uploaded for the correct amount and your card gets sent to you no later than the 19th of December. So you can have a drink on us over the Christmas holidays.

HERE'S SOME EXAMPLES OF HOW TO CALCULATE YOUR GREAT BRITISH PUB CARD:

| TOTAL TONNAGE OF LEAD PURCHASED* | POINTS EARNED | GIFT CARD REWARD (PER TONNE) |
|-------------------------------------|---------------|------------------------------|
| 2½ tonnes | 5 points | £5 great British Pub Card |
| 5 tonnes | 10 points | £10 great British Pub Card |
| 5 tonnes and £250 worth ancillaries | 15 points | £15 great British Pub Card |

*Lead needs to be bought at Midland Lead between 1st of October 2014 and the 5th of December 2014

REGISTER TODAY

To register, all you have to do, is send us an email (giftcard@midlandlead.co.uk) and let us know that you would like to sign up for our great British Pub Card initiative. Include your company name, phone number and account number in the email. We'll do the rest for you: we'll confirm your registration to this new ML initiative, keep track of your lead and ancillary purchases from October till December and award points.

At the end of the year (5 December 2014) we'll add up all points and soon afterwards we'll upload your card with the correct amount you have earned and post it to you.*

You can use your great British Pub Card in over 750 pubs nationwide, including the brands Chef & Brewer, Fayre & Square, Flaming Grill, Taylor Walker and John Barras. Alternatively, you could treat the children to a play in your nearest Wacky Warehouse.

To find a pub near to you, go to: www.greatbritishpubcard.co.uk

TERMS AND CONDITIONS

- 1) Our great British Pub Card initiative is only valid from the 1st of October until the 5th of December 2014. Any lead or ancillary purchases after that date cannot be included.
- 2) Minimum order quantity is 500kg.
- 3) Minimum points to qualify for a great British Pub Card are 5 points.



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