

# GREENMILL TRADE BULLETIN

**INSIDE  
ISSUE #35**

➤ 1# - Free 2025 Wall Planner

As a little "thank you" for all your continued support, this Bulletin includes your free 2025 Wall Planner. Plus we've got some big plans for the year ahead.

➤ 2# - The highlights from 2024

2024 has been hard work and hugely rewarding in equal measure. We take a look back over some of this year's Greenmill highlights.



As we head towards the end of 2024, we would like to say how much we appreciate everyone's continued support over the last year.

As a little "thank you" you'll find the new 2025 Wall Planner included with this bulletin. Perfect for planning out your jobs and your holidays, the free Greenmill calendar always seems to go down well. And this year, to go along with our expanded delivery service, we've mixed it up a bit with 4 different location images from around England.

2024 has been hard work and hugely rewarding in equal measure, with loads happening throughout the year, including a big move to our new Colchester Head Office, opening the new Bedford distribution centre, our Share the Love campaign, and launching our AC Unit range.

Next year promises to be just as busy, with the whole team working on some really exciting developments, including the launch of the very first Greenmill App, along with a new and improved website. Both of which are going to make a big impact on the Greenmill customer experience, so watch this space. ■



# 2024 in Review

## January Big move, big love

2024 kicked off with the big move to our new head office, helping us deliver a more effective Greenmill experience. Plus, we launched our "Sharing the Love" campaign and hopefully, you're feeling pretty special by now!



## February Big Experiences

Feb saw the launch of our fantastic new Reward Experiences. From a supercar track day to cocktails up The Shard, there's an experience for everyone. And for the hopeless (or forgetful) romantics, we shared the love with free heart-shaped Lindor Chocolate boxes in all orders delivered on Valentines day.



## May Split decision

May was the launch of our first range of Split Units, cementing Greenmill's status as the leading one-stop-shop for AC install materials. Plus, we slashed the amount you need to spend to earn Reward Points down to just £250, making it even easier to get fantastic freebies from our Rewards range.



From the big move to our new Colchester office in January, to the November launch of our Christmas Rewards range, there's been something special happening literally every month of the year.

## March Easter come early

As is often the case, not huge amounts happened in March. Though, with Easter coming early this year, March was the month when we pulled out the groan-worthy puns and added an eggstra" treat of Cadbury Minis Mix to our Promo500 gifts.



We also ran a little survey on the Greenmill delivery service. Getting some really valuable feedback from lots of customers.

## June Greenmill goes there

The expansion of our own-van delivery service in June, means that Greenmill now delivers to loads of handy new locations across the North, South, East and West of England. So you can be confident that wherever your install is, Greenmill goes there.



Below are some of the launches, campaigns and developments that the Greenmill team have voted as their favourite highlights of 2024. We are going to have to work hard next year to match this lot.

## April Hybrid is here

In April we introduced our new In-stock Hybrid Hub Catalogue. Version 6 brought all of Greenmill's comprehensive range of Pressfit and HVRF install materials (including vertical and horizontal HBC) together into one handy, pocket-sized catalogue.



Alongside the biggest ever product range, the new catalogue also included free Hybrid schematics to help with your installs.



## July Both brilliant

July was the introduction of new Aspen Silent+ Mini Lime. Silently brilliant, The 5th generation Silent+ Mini Lime completely re-imagines the condensate pump and takes it to a new level. And, due to very popular demand, every engineer's favourite was back, better than ever. With a great new design, the Störnch 3-in-1 Safety Knife was available once again.



# August

## A taste of Summer

When you were hot and bothered this August, there was no better sight than your Greenmill driver turning up and dishing out ice cold cans of free fizzy drink. Our new Rewards supplement also helped to make it a special Summer, with outdoor games, a swimming pool and new Summer experiences that all went down a storm.



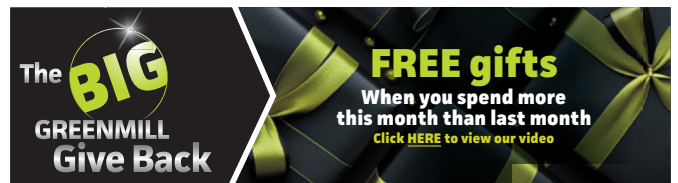
# September & October

## The Big Give Back

Our September Promo500 included some smart freebies to make the most of the remaining Summer. Plus we introduced the new Greenmill Customer Collection lounge in Bedford.



October was all about The Big Greenmill Give Back. Part of our year-long Sharing the Love campaign, all you had to do was spend more in October than you did in September to get one of our great free gifts.



# November

## Christmas is coming(ish)

We know November is a little early to be dropping the C-bomb, but we wanted to give you the chance to get your Christmas shopping sorted early, with the help of our Christmas Rewards Supplement. And if you want to treat yourself, there's tasty mega-treats and a couple of engineer's favourites on our Winter Promo500. What will you choose?

