

# epoints Trade

epoints Trade is the digital reward scheme adopted by major FMCG suppliers to reward retailers for meeting set criteria. Retailers are rewarded with the epoints currency in return for meeting objectives. epoints can be spent on the widest range of rewards in the world.

Objectives can include everything from stocking and displaying products to completing e-learning modules.



## Convenience

News UK

- Leading FMCG suppliers reward retailers with epoints for meeting display and distribution objectives
- Syndicated low-cost field visits take place every 6 weeks by a professional team from News UK
- At the visits, brand distribution, availability and compliance is recorded to determine epoints reward value for the retailer
- If a retailer does not have an epoints incentivised product in stock their News UK representative can order it during their visit with a transfer order
- Retailer buy-in is ensured as they can quickly and easily amass epoints value across multiple participating brands

## Wholesale

- Retailers are rewarded with the epoints currency by FMCG brands for purchasing specific products in participating wholesalers
- epoints can then be spent a wide range of rewards
- Or, suppliers and wholesalers can develop a bespoke reward range
- We are currently working with United Wholesale

## And now...

### EachPerson, Employee Reward and Recognition

- EachPerson is a reward and recognition scheme powered by epoints
- We work with leading employers, such as Bupa, reaching thousands of employees across the UK
- Through EachPerson, FMCG suppliers can directly reach employees to:
  - Trial new products
  - Provide product giveaways
  - and much more...



## e-learning

- Bolt Learning provide e-learning in convenience and food service
- Retailers are rewarded by FMCG suppliers with the epoints currency for completing modules
- Modules cover topics such as preventing underage sales and food safety and hygiene

## Self-compliance

- Bolt Learning and epoints have also partnered to offer retailers the option to be rewarded with epoints for self-compliance
- Using Bolt's technology, retailers can record which products they stock by taking an image of a product's barcode. Images are time stamped and geo-located
- FMCG suppliers will reward retailers for stocking certain products
- This is a hugely cost-effective way for FMCG suppliers to drive of distribution in convenience

## Direct Supplier Route

- FMCG suppliers are using epoints to reward retailers for stocking and displaying products
- epoints reward value is determined by each supplier's own field sales team during store visits. They check distribution and compliance against set criteria
- Suppliers are also rewarding sales teams with the epoints currency for meeting objectives and targets



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and many more...