

HotLamps Offers New Price Promise in UK

Written by Bob Snyder
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The specialist replacement lamp business of Maverick, Hotlamps launches a new version of its Hotlamps Price Promise in the UK that offers to beat any cheaper quote from a competitor by 10%.

Previously, Hotlamps promised to double the difference between its price and any that a rival could offer. Now the distributor expects resellers can be certain of getting the best possible price from Maverick – even when a competitor offers a better price at the first time of asking.

Under the new Hotlamps Price Promise, the extra 10% rebate will only be offered when initial competitor quotes are lower. Resellers are expected to provide proof of this in the form of a copy of the rival quote and all claims will need to be submitted through the Hotlamps website at www.hotlamps.co.uk. This new offer exists in conjunction with the Hotlamps stock promise to “have the stock you want, when you want it or they will credit you £10.”

Mark Tildesley, GM of Maverick, says: “The Hotlamps Price Promise has been hugely successful but when the difference in price is very small, it’s not always been worth it for our customers. Under the new offer, resellers know that we will always be able to beat the first cheaper price they are given by a competitor by 10%.”

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