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9 November 2006

## NGK'S BOXCLEVER PROMOTION TO CONTINUE IN 2007

NGK Spark Plugs (UK) Limited, the leading spark plug manufacturer, has announced that its BoxClever independent garage trade promotion (pictured) has gone from strength to strength in 2006, resulting in the decision to continue this highly successful initiative in 2007.

“Garages up and down the country have been saving increasingly large amounts of box tops to get their free BoxClever gifts,” says Brian Childs, NGK’s Deputy Managing Director, Sales & Marketing. “In fact from some recent claims received, it is apparent that some garages have been saving since day one in order to get the gift of their choice.

“Part of BoxClever’s increased popularity is no doubt in part due to the fact that box tops from Lambda sensors can now also be collected. As these are worth 20 times per box top more than spark plugs, it means they can add up even faster! So they are seriously worth saving along with the tops from single boxes of spark and glow plugs.

“Whilst the bespoke NGK clothing range has proved as popular as ever, colour TVs and DVD recorders have also been a hit with BoxClever collectors. Of course it is worth noting that there is no limit to the amount of BoxClever claims that garages can make. All they need are the correct amount of box tops to qualify for their free gifts.

“Further additions to the BoxClever Collection will be announced in early 2007. Interestingly, NGK wholesalers are also looking forward to the new BoxClever collection being announced. Although they are not eligible themselves, their customers most certainly are and if they can help them get something for nothing by buying NGK and saving their box tops, then everyone benefits. That is the beauty of our BoxClever promotion.”

