

The Gift Voucher Shop has a lot to celebrate on its first Birthday

October 3, 2003

Swords-based company, The Gift Voucher Shop celebrated its first birthday in the Pavilions Shopping Centre, Swords this month with several of its local merchants attending. Pat McNamara President of Swords Fingal Chamber of Commerce was also present to congratulate The Gift Voucher Shop on their successful first year in business.

The Gift Voucher Shop, now employing 18 employees had a lot to celebrate for their first year in business, with the major key milestone being the recent alliance with the Esso TigerMiles customer loyalty scheme. Esso customers can now redeem their TigerMiles points against gift vouchers from any of the 500 plus companies of The Gift Voucher Shop. Esso is yet another way for the public to avail of Gift Voucher Shop vouchers, additional to the Post Office, phone and web channels.

Gary Heffernan, Marketing Director of The Gift Voucher Shop said "Our strong representation in all Esso stations, Post Offices and merchant outlets nationwide is a great reflection of the success from our first year in business".

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The Gift Voucher Shop is continuously signing up new companies to the programme on both merchant and corporate levels. New Gift Voucher Shop merchants include well-known brand names such as Smyths Toys, Debenhams, Habitat, O'Briens Wine off Licences and Dorothy Perkins. Local companies such as Bank Of Ireland Swords, Aerdart, Allegro and Clontarf Castle are using The Gift Voucher shop as part of their incentive and reward programmes.