

Mr A B Sample  
Sample Title  
Sample Company  
Sample Street  
Sampletown  
Sampleshire  
SS1 1 SS

Dear Mr Sample

**Newlec has never been more attractive...**

**Take advantage of the great range and superb value in the next three months - and you could enjoy a £75 shopping spree - on us!**

As you have bought items from the Newlec range previously, you won't need reminding of the superb value the range represents.

Well, I have some good news for you, today. Newlec, has just got even better.

£75 better in fact. Because, that's the total value of the shopping vouchers we are going to send you very soon. All you have to do, is spend just £100 a month on Newlec products for the next three months - **and you'll have £75 to spend on the High Street - with our compliments!**

How good is that? Not only do you enjoy the very finest products at great prices, you can treat yourself and your family to a shopping spree at the same time.

Enclosed with this letter are details of **3 High Street Vouchers, worth £75**, exclusively reserved for you. All you have to do to get them, is spend just £100 in each month on Newlec products, either over the phone, or in person at one of our branches. Then, just let us know which voucher you would like.

Then, after each order, we will send you your monthly voucher. When you continue for 3 months, **you will enjoy £75 worth of vouchers in total**, as a 'thank you' from us.

As you will know, the Newlec range is massive, with over 3,000 products. It's the exclusive brand of Newey & Eyre - the UK's leading electrical wholesaler, with over 20,000 product lines always in stock.

Whatever it is you need - you will find it in the Newlec range. What's more, we offer same day or next day delivery to your site or office, so that vital part or product will be in your hands in double-quick time.

So, don't wait any longer. Pop in and see us, or give us a call. **We have 3 High Street Vouchers worth £75 with your name on them.**

With very best regards

Mr A B Sample  
Branch Manager

**P.S. The High Street voucher offer worth £75, runs from September to the end of November. So, don't delay, pay us a visit, or give us a call - we'd hate you and your family to miss out!**