

## Case Study

# Tarmac

When Tarmac, the UK-based building and construction materials producer, wanted to reward its employees for their exceptional health & safety record, they came to us.

They wanted a solution that would make their employees feel even more valued, encourage them to maintain their excellent safety-conscious behaviour, give them more freedom when it came to choosing the types of rewards they wanted and, most importantly, be separate from their monthly payroll.

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Working with Argos for Business Motivation has helped us improve our health & safety performance by over 60% in just four years.

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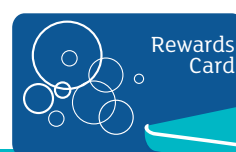
John Nicholls  
Head of Safety  
Tarmac

### The solution

Using our tailor-made Rewards Card programme, Tarmac launched their Health & Safety Award Scheme. As well as giving their employees a choice of over 35,000 products at over 1,000 Argos and Homebase stores throughout the UK, the flexibility of our Rewards Card solution also meant that Tarmac could brand the cards with their own design and pre-load the amounts for even greater flexibility.

### The results

Our programme delivered over 7,000 cards to over 5,000 employees, and helped Tarmac improve their performance by over 60%.



To find out more about our rewards and incentives:



**0845 421 7000**



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