

OUR MISSION

Deliver an industry inspiring programme to create a network of passionate influencers who will advocate our products and our brand to increase sales and champion a first-class customer experience.



K Rend Champions receiving their Welcome boxes



Add value to our channel partners through increased business, investing in their teams and enhancing their profile as a specialist



- 93 K Rend Champions across UK & Ireland
- Bespoke training & product insight
- POS & marketing package
- Priority trade days & breakfast mornings
- Average 10.5% increase in sales across merchants with a K Rend Champion

£31k investment which has resulted in an **increase of £280k** in merchant partner sales to date



TRAINING DAY FOR CHAMPIONS



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The K Rend Champions programme has given me the opportunity to build on my knowledge of K Rend products and help better support my customers and colleagues with any queries. The resources I have been given have been hugely beneficial and it's nice to feel that a supplier is investing in me and taking a proactive approach to helping us grow sales.

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Mathaus Melo
MP Morans, Watford