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About S&H

S&H greenpoints

The Next Generation of Loyalty Marketing

S&H greenpoints is the digital reincarnation of S&H Green Stamps, the most successful loyalty program in history. Originating in 1896, S&H Green Stamps once issued three times as many stamps as the US Post Office, and by the 1960's, S&H was the largest purchaser of consumer products in the world. Green Stamps were everywhere. Now, S&H greenpoints gives customers all the benefits of the trusted S&H brand digitally—no more licking and sticking. In the checkout lane, online, with our service partners, and through an S&H credit card, members have a network of opportunities to earn and redeem greenpoints.

Members benefit...

By earning greenpoints on the things they buy every day and spending greenpoints on the rewards that make them happy. Members have an almost endless number of ways to redeem greenpoints, and can do so right from the comfort of home, with the S&H catalog or through our website. They can get rewards like brand-name merchandise, gift certificates, and travel for themselves or family members and friends. Members can even use their greenpoints to save money on the grocery items they buy every week.

Partners benefit...

From a proven loyalty currency that changes consumer behavior. This point of difference allows our partners to compete not just on price, but also on value and trust. With over 100 years of results, \$10 Billion in redeemed awards, and national brand recognition of 73%, S&H delivers.

[Learn about the S&H solution for grocers > >](#)

Milestones

1896

S&H introduces Green Stamps, America's loyalty and rewards currency of choice.

1964

The S&H catalog becomes the largest single publication in the US. S&H prints 3 times as many stamps as the US Post Office, and enough catalogs to circle the earth 1 1/2 times!

1999

S&H invents greenpoints - the new incentive and rewards currency for the next generation of loyalty marketing.

2000

S&H launches at New York and New Jersey-based Foodtown Supermarkets, the first retailer to offer S&H greenpoints.

2001

S&H reaches 1 million active members with Lowes Foods, Carter's, and Foodtown.

2003

The S&H greenpoints program drives \$4

million consumers
enrolled in the program
across 11 states.

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