

MAKE YOUR MONEY

Work
Harder

BSMART NEWSLETTER - FEBRUARY 2026



February already?

January always feels like it lasts about nine months...

and then suddenly it's February and the budget reality hits.

School fees, fuel, groceries, debit orders, all lining up to say hello at the same time. It's the month when most South Africans really start feeling where their money is going.

That's exactly why bsmart exists.

February is not about cutting back on life. It's about making what you already spend work harder. A few smarter choices, a few better prices, and suddenly the month feels a lot more manageable.

In this newsletter, we're rolling out new ways to do just that. From a better birthday reward to telling us how you want to win with bsmart, we're here to help you get more value out of every Rand this month and beyond.

Let's make February work for you.

**Stretch your grocery budget
this February**





With food prices still rising, many households are feeling the pressure at the till. But saving on groceries doesn't have to mean cutting back on the basics.

We've put together **eight practical ways to stretch your grocery budget**, from buying smarter to using discounts properly, so you can keep feeding your family well while spending less on everyday essentials.

It's about making small changes that add up, and using your bsmart card to get the **Better Price** on the things you already buy.

[Read the blog here](#)



We're making bsmart birthdays even better. Instead of a prize draw where only a few win, **every single member will now receive a Birthday Grocery Boost during their birthday month**. It's our way of making your special day - and your money - work even harder – for longer.

This amazing gift is powered by **Coupster** - a savings platform packed with digital coupons and deals on everyday essentials.

To kick this off, all members who had a birthday in **January and February** are being gifted **two months of Coupster access** automatically.

No forms. No entries. Just value.

What this means for you.

With Coupster, you get:

- **Digital grocery and retail coupons.**
- **Discounts you can use in-store.**
- **Savings that can easily run into thousands of rands over two months.**



If your birthday is in January or February, you'll receive an SMS from Coupster with your login details and a quick guide on how to get started.

From March onwards, every bsmart member will get the same birthday reward in their birthday month - because a smart birthday gift should save you money long after the cake is eaten.

**A smarter way to win with
bsmart**



We know our members enjoy the monthly competitions.

Watching our members celebrate a win through bsmart never gets old.

As we roll out **our new birthday benefit this month**, we're also giving **our competitions a fresh polish**. The goal is simple: To make them more exciting, more rewarding and more in tune with how our members actually use their bsmart membership.

Before we lock anything in, we'd love your input.

Take our quick 30-second survey and help shape the future of bsmart competitions

 Click here

News from our partners



Quote and win a R500 Dis-Chem voucher!

Car and home insurance usually run quietly in the background, until something goes wrong. That's often when unexpected gaps show up, like:

This is where a broker adds real value. We help you check the details upfront so you can move forward knowing your cover aligns with your needs.

1

The real cost of a higher excess only becomes clear at claim stage.

2

An insured value that doesn't match today's replacement costs.

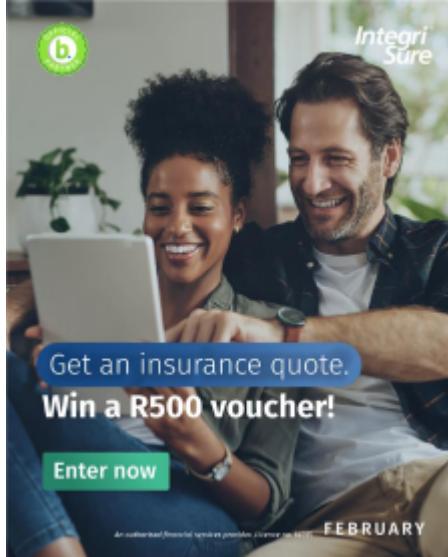
3

Policy wording that's fully understood only when it's tested.

This is where a broker adds real value. We help you check the details upfront so you can move forward knowing your cover aligns with your needs.

For over 25 years, IntegriSure has helped individuals and businesses navigate insurance with practical advice, not just by arranging cover, but by being present throughout the journey. Working with some of SA's leading insurers, we help place the right cover and remain hands-on from policy setup to guiding clients through claims. **Our brokers are there to explain, support, and advocate when it counts.**

Now's the time to take the first step towards having a broker in your corner. **Get an insurance quote from IntegriSure** and stand a chance to **win a R500 Dis-Chem voucher** while you're at it!



Click below to submit your details and make sure you're following us

on [Facebook](#) or [Instagram](#).

[Enter now](#)

As a bsmart member, you also receive 4% cash back on premiums annually when switching to IntegriSure, adding even more value. A trusted broker in your corner makes all the difference when it matters most.

Entries close 28 February 2026.

[Visit our website to get a quote, or WhatsApp us on 0860 055 055](#)

An advertisement for Tafelberg Furnishers. It features a living room interior with a sofa, a potted plant, and a window. In the top left corner is the Tafelberg Furnishers logo with the tagline 'expert Here for you.' and a 'b' logo. The main text 'Home IS WHERE THE heart is' is written in a large, stylized, red font. A 'SHOP NOW' button is at the bottom. The background shows a bright living room with a sofa and a potted plant.

This Valentine's Day, fall in love with your home all over again.

From cosy couches and dreamy bed sets to appliances designed for memorable shared meals - because true love lives in comfort, quality, and homemade moments.

Visit your nearest Tafelberg Furnishers store or shop online:

👉 Click HERE 

⌚ Valid until 15 February 2026 – while stocks last.

🚚 Nationwide delivery available.

Small checks today can spot big issues later.

Your medical aid may include benefits that help you check your heart health early. But you need to know what's included.

MedXpert can show you what's included and how to use it - speak to an expert here:

👉 Click Here!

This is a FREE service to all bsmart members who chose to register with MedXpert.



February specials from our
retail partners



Click on the icons above to discover this month's top offers. Remember to swipe your bsmart card to earn cashback on every qualifying spend!



Quote of the month

“Let us love, not in words, but in truth and action.”

- Saint Valentine

Call us on **021 409 7600** or email members@bsmart.co.za

Follow us on social media.

