



Setting the pace

January isn't loud. It's the month where routines return, priorities sharpen, and small decisions start to add up again.

This is where everyday habits quietly take over, how you shop, how you plan, and how you stretch value a little further while the year is still finding its feet.

In this month's newsletter, we share what members have told us, what's coming next for bsmart, a few member-only extras from trusted partners like **IntegriSure**, **Tafelberg Furnishers** and **MedXpert**, as well as a couple of opportunities to take part and win.

Let's get into it.

What you **told us** -
and how it's **shaping 2026**



THANK YOU
For Your Feedback

Thank you to every bsmart member who took the time to complete our 2025 Member Satisfaction Survey, in both English and Afrikaans.

Your participation was strong, thoughtful, and incredibly valuable.

In the full blog on our website, we've shared a clear summary of what stood out most: what you value, what you rely on, and where you'd like to see more in future.

We've also outlined how your feedback is already guiding our priorities and planning for 2026.

Your honesty helps us make better decisions and build a membership that continues to support everyday life, from monthly budgeting to that much-anticipated bonus.

[Read the full survey results here](#)

January shopping: what changes after the festive season



January shopping tends to be more deliberate. Budgets are tighter. Lists are shorter. Purchases are planned with a bit more care.

Many bsmart members naturally adjust how they shop at the start of the year. Not by spending less on essentials, but by being more intentional about where and how they spend.

Common January habits include:

- Using bsmart for groceries and everyday essentials first
- Combining loyalty cards at checkout to unlock the Better Price
- Planning fewer, more considered shopping trips
- Keeping the bsmart card for mid-month needs when cashflow is under pressure

Using your **bsmart card** in January helps stretch everyday spend a little further.

Where available, you get **the Better Price**, plus cashback on shopping you're already doing.

No new routines to learn.

No extra effort required.

Just consistent use of the card.



As the year gets underway, these small, practical habits often set the tone for the months ahead.

Competition Time: **January Reset**



What's your go-to January essential?

January shopping looks different for everyone.

For some, it's school stationery and uniforms. For others, it's groceries to stretch the budget. Maybe it's toiletries, pet food, or topping up the freezer.



Tell us what **you're prioritising this January and why**, and you could be **1 of 3** lucky winners to each receive a **R2000 Checkers voucher!** 🛒

We want to hear how bsmart members reset after the festive season, whether it's practical, planned, or just getting back on track.

How to enter:

1. Make sure you're a bsmart member.
2. Visit our bsmart Facebook Members-Only Group.
3. Comment on the competition post with your January must-buy.
4. Add **#bsmartJanuaryReset** to your comment.

Entries close: 31 January 2026

👉 Enter now and stand a chance to win!

Ts and Cs apply

News from our partners



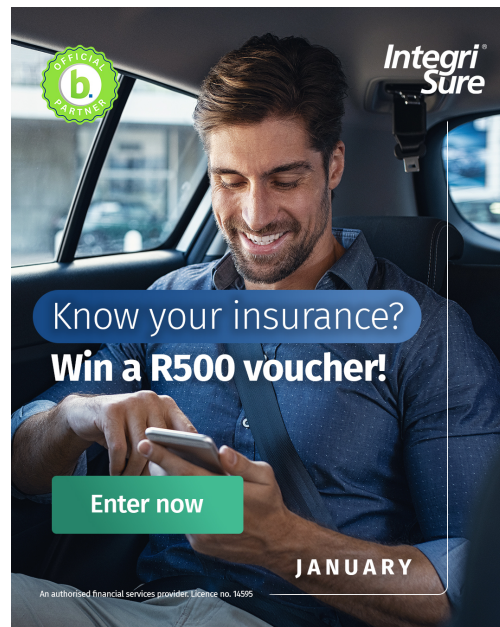
Insurance Pop Quiz! Win a R500 Takealot voucher!

At IntegriSure, we know that expert advice from a broker can make all the difference in ensuring your home and motor insurance truly meets your needs.

Understanding what's covered gives you confidence when the unexpected strikes. So, let's put your insurance knowledge to the test and reward you for it!

Last month, we asked a simple true or false question: *If you lend your car to a friend and they crash it, your insurance will always cover the damage.*

A big congratulations to **Lee-Ann Knight** for getting it right! The correct answer was **'False'**. **Lee-Ann Knight** walked away with a **R500 Takealot voucher!** *Cover depends on whether the driver is listed on your policy and if they had permission to drive.*



Missed out?

Don't miss your next opportunity to win a R500 Takealot voucher!

This month's question: If you move to a new house, when should you inform your broker?

Think you've got the answer? Click below to submit your entry and make sure you're following us on [Facebook](#) or [Instagram](#).

Enter now

As a bsmart member, you get 4% cash back annually on your premiums when you switch to IntegriSure. Enter now, and we'll call you for a quick quote to help you save!

Entries close 31 January 2026. T&Cs apply

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



New Year, New Savings ✨

Spruce up your home and start the New Year on a high note with incredible savings on all the top brands you love. Enjoy unbeatable deals across all our departments - with everything you need conveniently under one roof.

Visit your nearest Tafelberg Furnishers store today or shop online

[Click HERE](#)

🕒 Don't miss out! Offers valid until 18 January 2026, while stocks last.

🚚 Nationwide delivery available.

Compare plans. See where you can save.

Are you paying too much for your medical aid?

Medical aid costs keep rising. Many people are stuck on plans that no longer fit their budget or needs.

We compare your current plan with other options. You'll see if switching could save you money without losing essential benefits.

No jargon. No confusion. Just clear advice.

Want a side-by-side comparison of top medical aids?



Use our one of a kind comparison tool and we will guide you through the process:

[👉 Click Here!](#)

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

January 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!

Follow our **WhatsApp Channel**



Stay in the loop with the latest deals from our retail partners! Join our WhatsApp Channel for exclusive offers and instant updates from bsmart.

Be the first to know and save even more!

Tap the link to join today!

Join our WhatsApp channel now

January birthday draw



A birthday bonus for January members

If your birthday falls in **January**, you're automatically included in our monthly birthday draw, with the chance to win a **R1,000 voucher**.



Increase your prize!

If you're one of the three winners, you can get an extra R1,000 by sharing your bsmart story.

Click the button below to see this month's winners.

JANUARY BIRTHDAY WINNERS

Ts and Cs apply



Quote of the month

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."

- Aristotle

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

Follow us on social media.

