

# WHY MURPHY JEWELLERS USE THE KILKENNY GIFT CARD TO REWARD THEIR STAFF

Organisation: Murphy Jewellers  
Town & City Gift Card: The Kilkenny Gift Card

“Organisations thinking about rewarding their staff in Kilkenny have the option of a national Gift Card where the money will leave Kilkenny and not support the local community, or the Kilkenny Gift Card where the money will be kept in Kilkenny and benefit over 120 local businesses. The Kilkenny Gift Card is a great idea, it’s easy to buy as a reward and staff like the ease and choice. I encourage all Kilkenny organisations to give it a go.”

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**Martin Costello**  
Murphy Jewellers

## Why Murphy Jewellers switched to the Kilkenny Gift Card to reward their team

As a 4th generation, family run business located on the high street in Kilkenny, Murphy Jewellers like to reward their team after a good year with a local voucher, switching from the Kilkenny paper voucher to the Kilkenny Gift Card for Christmas 2024, following its upgrade to a high tech Gift Card with Miconex. The main reason for choosing the Kilkenny Gift Card is to ensure the money they give to staff stays local.

### Benefits

Describing the Kilkenny Gift Card as a ‘newer, better version of the vouchers’, Murphy Jewellers say the Gift Card had multiple benefits for staff including the ability to spend the exact amount they wished with the balance automatically updated. This meant staff received the full benefit of their reward. As the Kilkenny Gift Card is eligible for the Small Benefit Exemption Scheme, Murphy Jewellers were able to reward staff, tax free.





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## Experience of using the card

Murphy Jewellers opted for physical versions of the Kilkenney Gift Card for Christmas 2024 as they wanted to hand the cards out to staff in person. They ordered the cards online, received an invoice which they paid, then the cards arrived in a few days. The Gift Cards came with matching Gift Card holders and they wrote an individual note of thanks to each staff member and handed them out. They found it an easy process from start to finish.

## Experience accepting the card

As well as gifting the Kilkenney Gift Card to their staff, Murphy Jewellers also accept the card as a merchant and were happy to hear about the upgrade from the paper voucher to the modern Gift Card. They explain that as business owners, the card works on the Mastercard system and requires no additional equipment with the business getting paid in the same way as any other Mastercard transaction. Recipients of the card can spend as they choose with over 120 local merchants, encouraging local exploration and locking spend into Kilkenney.

**+€1 million**

Of Love Sligo Gift  
Cards sold

**Over 230**

Sligo businesses  
benefiting

**€20,135**

Invested in Sligo by  
the Riverside Hotel