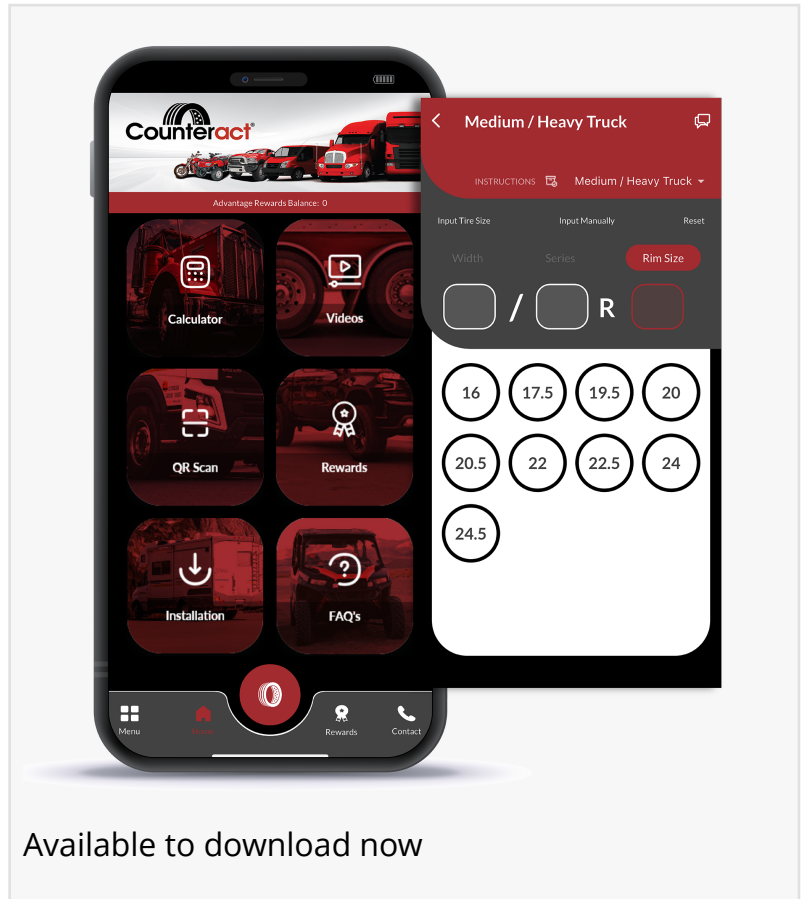


Counteract Launches an All- New Innovative App & Wheel Advantage Dealer Rewards Program

CANADA, March 26, 2024

/EINPresswire.com/ -- Counteract Balancing Beads Inc., a leader in tire and wheel balancing solutions, is proud to announce the launch of its cutting-edge app and the [Wheel Advantage Dealer Rewards Program](#). This dual release marks a significant advancement in the tire and trucking industry, offering unparalleled efficiency and rewarding loyalty.

[The Counteract App](#): A Revolution in Tire Balancing. The new Counteract App is a revolutionary tool that swiftly calculates the precise amount of Counteract needed for any vehicle. With an advanced calculator that considers vehicle type, tire size, and other critical factors, the app ensures users select the ideal application size for optimal balance. Available for both Apple and Android devices, the app is set to become an essential tool for dealers and fleets alike.



Wheel Advantage Dealer Rewards Program: Driving Loyalty Forward. In conjunction with the app, Counteract introduces the Wheel Advantage Dealer Rewards Program. Designed to reward dealers for their commitment to quality and customer satisfaction, the program allows participants to earn points redeemable for a wide array of Counteract merchandise. The program is a testament to Counteract's dedication to supporting its community and fostering lasting relationships.

Key Features of the Wheel Advantage Dealer Rewards Program:

- Collect point vouchers found in full cases of Counteract Balancing Beads*

- Redeem points for valuable Counteract merchandise.
- Exclusive access to special promotions and events.

A Seamless Transition for Dealers. Counteract ensures a smooth transition for dealers currently participating in the Balancing Bucks program. Dealers can redeem their existing coupons by mailing them to Counteract or by requesting their addition to their Wheel Advantage Account, with each coupon translating to valuable points within the new program.

Availability: The Counteract App and the Wheel Advantage Dealer Rewards Program are available now.

Dealers and fleets are encouraged to download the app and enroll in the program to start enjoying the benefits immediately.

*For more information on the app and the rewards program, please visit their site: [Link](#)

About Counteract: Counteract has been at the forefront of tire and wheel balancing solutions for over 25 years. With millions of packages sold worldwide, Counteract remains committed to innovation and excellence in the tire and trucking industry.

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