

How To Use Canadian Coupons

I have all of my coupons, now what?

Don't worry, SaveaLoonie.com has got you covered!

So your a new couponer eh? Don't worry everything mentioned below will put you on the right track to knowing the basic coupon rules, how to get the most out of your coupons, coupon stacking, where/how to price match and more!

What do I do with all of these coupons?!?

Get organized!

Before long your going to find that the number of coupons you have will become overwhelming. It can get very difficult to remember what coupons you have and they aren't going to do you any good in an pile on top of your fridge!

To get the most out of your coupon collection, you will need to develop some kind of organization system. Everyone uses a different system and you should find what works best for you. Some of the most common methods used are envelopes, accordian files and binders. Starting your system may cost a few dollars out of pocket but being organized will save you far more in the long run!

[Full Coupon Organization Article](#)

What does that fine print mean?

an explanation of coupon wording

The fine print found on many coupons is hard enough to read let alone understand! Here is a guide of what all that small print means. We will cover the important things to note when reading a coupon.

Only one coupon per purchase

But I want to use 4!

When you have a coupon that has "limit one coupon per purchase" wording printed on it, it doesn't mean what you think! Many people assume this means you can only use one coupon in your transaction. Well they are wrong!

What this actually means, is that only one coupon can be used on a single item. For example, if you are purchasing, 5 of the same items and have 5 of the same coupons, you can use 1 coupon per item all within the same transaction.

Only one coupon per transaction

I thought a purchase was a transaction?

This wording can be confusing. Many people think a transaction and a purchase are the same thing. As explained above a purchase refers to a single item and a transaction means an entire purchase.

If a coupon shows this it means that you may only use one of them in a single transaction. If you have multiples of a coupon with this wording you can make multiple transactions to use them. For example, if you have 3 coupons for dish soap that say this and you wish to use them on the same day each of these items and coupons must appear on individual cash register receipts.

Only one coupon per person/customer/household

How do you use more than one?

A person/customer refers to each individual present that is responsible for a transaction. If you are shopping with someone else, you may use one in your transaction and the other person may use one in a separate transaction also. If you want to use more than one of these coupons you will have to return to the store another day.

If your coupon states one per household, that means only one coupon may be used only once for all members of your household. You are not allowed to use more than one of these coupons, please follow the rules!

[More Couponing Lingo](#)

Coupon Validity

What to look for on a coupon

There are a few other things in the fine print of a coupon that are important to look for. These items ensure your coupons validity and that you are using them properly.



Product Specifications

Some coupons have restrictions printed on them. Things to look for would be specific sizes (709ml, 260g), flavours (grape, chocolate), scents (Tropical, Fresh Linen) or exclusions (not trial/travel sizes).



Redemption Address

Only coupons with a Canadian redemption address are valid in Canada. You will find the redemption address in the "To the dealer" portion of the coupon.



Expiry Date

Coupons are only valid as long as they have not passed their expiry date. The expiry dates are inclusive until the close of business on the date of the coupon.

So what's this deal about coupon stacking?

stacking coupons can be easier than you think!

What is coupon stacking? Coupon stacking is when you use more than one coupon on a single item. This practice is only allowed in select stores (eg. London Drugs) in Western Canada. Stacking policies are always changing so be sure to check with your store!

What is allowed?



Use coupons that have different UPC's or coupon codes. These are the numbers located on the barcode area of the coupon.



Using coupons gathered from different sources (eg. inserts, mail out, print)



Using more than one coupon to get an item free.

What is **NOT** allowed?



Using coupons that have the SAME UPC's or coupon codes on a single item. These are the numbers located on the coupon.



Using 2 manufacturer coupons on a single item.



Using two coupons on an item when one coupon is equal to or greater than the cost of the item.

Stacking shouldn't be hard, but we do advise you to read the stores coupon / stacking policy or contact the store customer service if you plan to stack coupons and need more information on the coupons you plan to stack with!

Where are the store coupon policies?

When couponing you always want the store's policy with you!

The customer is usually right, but if you don't have your store coupon policy with you, you can be wrong! Having all your items scanned through and it's now time to give the cashier your coupons, she then replies, "I am sorry we don't take coupons here".

Avoid this situation by knowing your stores coupon policy that you plan to shop at. We do have a large list of Canadian store coupon policies here on SaveaLoonie.com but we do advise to only use them as reference.

[Full Coupon Policies Article](#)

How do I know when to use my coupons?

Learn how to maximize your savings!

Now that you have all of your coupons collected and organized and you have read over your store policies, here comes the fun part! Shopping!

Using a coupon at any time is beneficial but if you really want to make a dent in your shopping bills, you need to learn how to maximize your savings. There are a few techniques for getting the most out of your budget.

Coupons are a good idea for any person or household no matter what your financial situation. Why pay full price for something when you don't have to! These tips apply to you whether you only use an occasional coupon or if you use a coupon for everything!

Price Match / Ad Match

What is this and how do I do it?

Price/Ad matching is a store's way of guaranteeing that they have the lowest price. This is a huge advantage for saving money! Instead of driving around to a bunch of stores to get the best deals you can do it all in one store. If you want to learn to price match follow these steps.



Find out which stores in your area price match. Many of the big name stores such as Walmart, Zellers, No Frills, FreshCo, London Drugs and Canadian Tire all have price match policies in order.



Visit the SaveaLoonie.com Coupon Price Match-Ups to create your shopping list. Make sure to note the product, price and store where the sale is located.



Gather the flyers for these stores and circle the ads you wish to match. You will need the original flyers for the stores you want to price match. The flyer must be the current circulating edition. The majority of price/ad match policies specify that they will only match a local competitor's price. Other stores have restrictions on which type of stores they will match (eg. grocery stores only). Make sure you are aware of your store's policy.



Go Shopping! Pick out all of the items on your list including the items you are going to ad match.



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It's that easy! This shopping strategy will save you loads of time and money! If you are just starting out, try price/ad matching only an item or 2 on your first few trips. If you have many items from multiple stores along with coupons, things can get confusing very quickly.

Rock Bottom Price List

Know the best time to use your coupons

Keeping a Rock Bottom Price List will help you decide when the best time to use your coupons is to get the biggest savings.

A Rock Bottom price is the lowest sale price that you have seen for each individual product. When you see a product advertised for your Rock Bottom, you will know when to use those coupons and get the most for your money.

We recommend starting a Rock Bottom Price List as soon as possible. This way you can start increasing your savings right away!