

New sales from successful product launch and marketing activities

Plastipack Limited has an ongoing working relationship with Pearce Marketing. Peter Adlington, MD, said ***“Emma is helping us with all aspects of marketing. We are benefiting from her wealth of experience and regard her as the marketing expert in our management team.”***

Plastipack Limited is a specialist independent manufacturer of swimming pool and water storage cover materials. Its materials are sold in roll form to fabricators around the world for commercial and domestic use. The company is based in East Sussex.

Pearce Marketing started to work with Plastipack Limited in September 2008 as it prepared to launch four new products at 2 international exhibitions (in France and the USA).

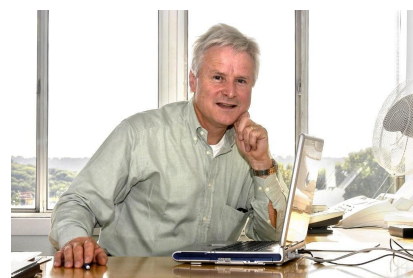


The innovative and patented EnergyGuard™, CoolGuard™ and Sol+Guard™ swimming pool cover materials offer a range of unique benefits. These include saving the user money by reducing water, energy, cleaning and chemical costs, as well as saving scarce natural resources.

The VapourGuard™ material is used for covering water storage areas such as reservoirs. For example, by businesses that are dependant upon water for crop irrigation, agriculture, hydroponics, mining and drinking water. A VapourGuard™ cover will eliminate water evaporation by 98%+, collect rainfall, reduce algae growth, reflect the sun's heat and reduce contamination. Find out more at www.plastipack.co.uk.

What has Pearce Marketing done for Plastipack?

- A **marketing plan** that detailed:
 - the internal preparation required – eg sales messages, branding and customer data
 - the most appropriate mix of marketing tactics that would be successful for the launch
 - the activities that should follow in the following months to increase sales from direct customers and end users (push and pull marketing)
- Manages and delivers the actions in the marketing plan as an **‘outsourced marketing manager’**. Activities include:
 - Web site content/SEO development (ongoing)
 - Design and production of exhibition panels and brochures
 - Consistent branding and new sales messages
 - Email marketing to existing and prospect customers
 - Marketing support for wholesale customers to promote the products in tailored brochures and on their web sites
 - PR in trade journals and promotion through conference speaking
 - More exciting projects planned
- Just 3 months after the plan was written **results** include:
 - enquiries and international **sales** from exhibitions, direct marketing and wholesalers web sites
 - end user enquiries leading to **sales** for wholesalers
 - staff feeling more confident with sales and marketing
 - a range of professional marketing materials
 - an article in a publication in Australia - a core market
 - wholesale customers marketing the new products



“Emma is very productive and fun to work with – we have achieved a lot in a short time. I would definitely recommend her.” Peter Adlington, MD.



PLASTIPACK LIMITED