

Press Release: Modplan – Network VEKA

5th March, 2015

A partnership approach with Modplan



Leading VEKA trade fabricator Modplan has long been an advocate of its customers being Network VEKA members. VEKA products offer best-in-class quality and membership of Network VEKA helps customers make the most of this quality and helps build businesses.

Chris Reeks, Modplan's Sales Manager explains, "Working in partnership with Modplan and Network VEKA has proved to be a winning formula for many of our customers. Not only can we support them with a wide range of quality products and valuable marketing support initiatives but adding Network VEKA membership into the equation makes a big difference. So much so that sales from businesses that are Network VEKA approved members are considerably higher than from businesses that aren't members."

The bigger sales from Network VEKA members demonstrate that Network VEKA's package of a local company backed up with national strength and stability is a very appealing proposition and one that clearly brings results.

Network VEKA actively generates leads thanks to national and online advertising campaigns designed to drive enquiries from homeowners. As evidence of the success of this approach, over 1,000 online enquiries were generated centrally last year while those members investing in the range of web tools generated for themselves collectively around 1000 additional unique enquiries per month. These leads translate into sales too. Network VEKA-registered sales were up 18% last year and on average, member companies grew 2.5 times more than the market growth.

Modplan's comprehensive marketing package, Marketing Matters, was developed to help customers drive sales and achieve a competitive edge. Supporting customers seeking to achieve Network VEKA membership is a part of that package.

Chris concludes, "Working in partnership with Modplan really gives your business a welcome boost. We have the products, the marketing and the tools to help you be more successful. Add membership of Network VEKA to the package and you really have got yourself a business that can beat the competition!"

Modplan manufactures and provides a comprehensive range of products that includes three VEKA profiles, composite doors, PVC-u and aluminium patio and bi-fold doors, conservatories, the Vertex solid tile-effect roof and glass and polycarbonate conservatory roofs. For more information on any of Modplan's products, including the New Open Canopy, simply Ask the Man from Modplan.

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Press enquiries

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