

Modplan Press release: Consumer brochure
16th January, 2015

Modplan launches new literature suite to support customers' businesses



Leading VEKA trade fabricator Modplan has just announced details of a new suite of marketing literature. Chris Reeks, Modplan's Sales Manager says, "We know our customers see the beginning of a New Year as an opportunity for a fresh start. By publishing new literature now we can support them in their resolutions."

The company's Modplan Manual has been fully updated to include details of all Modplan products, including the latest additions to the range, the Open Canopy and Canopy Conservatory. The Modplan Manual is a one stop guide for anyone wanting technical information on a Modplan product. With everything from product specifications to maximum and minimum sizes, design combinations and colour availability, it has everything you need to know. It is available electronically via www.modplan.co.uk and printed copies are also being sent to all Modplan customers. Chris says, "We know that customers find the Modplan Manual invaluable both in the office and on sales visits because information is comprehensive but easy to find, so it's a vital part of our marketing support package."

Modplan's 32-page retail brochure has also been updated. A sleek and stylish publication, it showcases the full range and quality of Modplan's products, including the Open Canopy and Canopy Conservatory, in an appealing lifestyle format. The brochure is available with space for customers to add their own contact details or can be overprinted to order. Chris says, "The brochure is a key part of the sales process for many of our customers and we are confident this updated version will be the perfect resource to help them drive their marketing activities in 2015."

A full suite of VEKA literature is also available, ideal for customers looking to reinforce their VEKA credentials. The range includes product specific brochures as well as retail brochures and all can be overprinted if required.

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. The launch of a new suite of marketing literature proves what increasing numbers of customers know – Modplan offers a high quality product range and an outstanding level of support. For more information on any of Modplan's products, simply Ask the Man from Modplan.

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Press enquiries

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