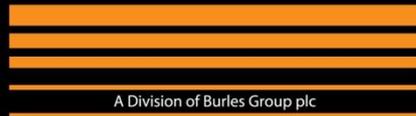


Modplan Release: Marketing Support
8th July, 2014

Proactive marketing helps Modplan customers benefit from the buoyant market



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Building Perfect Partnerships

Marketing Matters

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The industry has turned a corner and there is a new-found optimism in the air. Chris Reeks, Modplan's Sales Manager, says many of their customers are seeing the brighter trading conditions as an opportunity to refresh and revise their marketing. "Our

customers are reporting increased interest, but they want to make sure they retain that buoyancy by ensuring their marketing is well-targeted and professional. We're definitely seeing an increase in customers wanting to take advantage of our marketing support."

Modplan's marketing support package is one of the best in the business. Practical tools come in the form of literature packs that are suitable for trade and retail. There are product specific brochures as well as general brochures, all of which can be tailored to individual customers. There is also the option of the VEKA Marketing Portal facility, which allows customers to personalise and print marketing materials at the touch of a button. Modplan also offers a bespoke service, where individual adverts and mailers can be designed and printed for the local market.

With online being an increasingly key source of leads, Modplan offers a website evaluation service as part of a wider marketing review. The trade fabricator also provides a complete web design service should a new presence be necessary.

The more traditional marketing activities are still proving popular, though. "Touch and feel" is a vital part of the selling process and Chris reports that product samples are being increasingly requested. Casements, sashes, doors can all be supplied and all are available in a variety of colours. They even come with bags to help retain the pristine appearance!

Alongside the product samples, Modplan also has a showroom offering and works with customers on everything from small updates to complete makeovers. Chris says, "The Vertex roof is becoming a heavily requested item to accommodate the growing trend for retrofit conservatory roofs, and the new Imagine Bi-fold has already been requested for displays as a practical alternative to inline patio doors."

Chris concludes, "We are delighted that the industry is picking up and we're delighted to be working with so many of our customers who are looking to be proactive and make the most of the upturn now and in the future."

Modplan manufactures and provides a comprehensive range of products that includes three VEKA profiles, a vertical slider, 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 revolutionary Imagine Bi-Fold Door, simply Ask the Man from Modplan.

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