



**Clip-Lok SimPak<sup>®</sup>**

Marketing  
Why and How?

# Why Marketing

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In a narrow niche with a limited sales force it is not possible to have contact with all potential prospects at any point of time.

Marketing will assist you in being seen in the market place:

- brings you in contact with prospects you had not thought of
- Brings you in contact with decision makers from targeted companies you would not have found otherwise

# Why marketing

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In Clip-Lok SimPak (Scandinavia) marketing with special focus on exhibitions and presence in yellow pages, directories (first on paper now digital) and the like has always been an important parameter for the business.

Some of the results are as follows:

# Why marketing

Venue	Company	product	Turnover
Exhibitions	Hydro Aluminium Heat Transfer	Alu tubes for heaters and A/C	€ 3.000.000
	Danish Emergency unit	Various	€ 100.000
	Meca Norway	Spare parts for cars	€ 200.000
	ABB	Destacker for wind mills	€ 400.000
	Aromatic	Liquid food ingredients	€ 100.000
	Whirlpool	Microwave ovens	€ 250.000
Add in Newspaper	Dantherm	Heat Management systems	€ 1.000.000
Web	Rockwool	Insulation	€ 12.000
	Twentyfourseven	Television production	€ 10.000
	Hernø	Injection moulding tools - yearly turnover	€ 15.000
Total			€ 5.087.000

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Have we profited from the investment in marketing?

**Absolutely**

Will we stop doing marketing

**Never**