



Case Study #421

The Opportunity/Problem to Solve

Parker, a brand recognized the world over for innovation, found itself in a unique situation. The company had recently introduced PGP, a flexible alternative to traditional black iron gas piping with less than favorable sales results. At the time of introduction, black iron piping accounted for 75% of the market. Parker's problem: lack of distributor buy-in and education, as well as minor assembly issues in the field. The upside: PGP was still a far superior product if only contractors would try it.

The SH Solution

After counseling with Parker, it was decided that a total re-branding and re-launch of the product was necessary. The goal was to reinforce the message that Parker is a manufacturer that provides proven solutions to the market, as well as total supply chain support from distributors all the way down to the end user. To kick-off the effort, the product was re-named PGP², and a communications program was developed to coincide with the industry's biggest trade show. The program included: a mailer for pre-registered attendees with an incentive to stop by the booth; themed graphics for the exhibit; press kits; a trade ad to end-users positioning PGP² against black iron pipe; a product brochure for inquiry fulfillment; invoice stuffers for the distributors and a loyalty/incentive program for the contractors.

The Best Part – Results

Sales exceeded 115% of forecast in the months following the re-branding effort. The success was well-noted by Parker management as well. "The product launch exceeded all our expectations," said Paul Young, Product Manager of the Parflex Division. "Our sales reps love us; and we've set a new standard for the category."

Creative marketing for the real world.

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