

## case study

# Resin Surfaces Limited

### Where they were

- Specialist flooring product manufacturer, based in Stockport
- Family run business, with over 25 years experience
- Renowned for high quality, innovative products

### Where they wanted to be

- Competing with larger product manufacturers for the biggest projects
- Launching new innovative products
- Recognised throughout flooring sector as a by-word for quality and consistency
- Able to use up to date, creative marketing literature that could thrill clients

### What MC2 did

- MC2's design team worked extensively with RSL to re-develop the company brand, re-vamping the marketing materials RSL could distribute and evolving the website
- Conducted an intensive media relations campaign, highlighting the completion of projects at locations as diverse as PZ Cussons, Triumph Motorcycles, Bolton's Reebok Stadium and primary schools throughout north west England
- Used regional media to emphasise the growth and prosperity of a north west based business
- Bylined features used to emphasise the wealth of expertise within the business throughout construction press

### The results

- RSL now has a strongly defined brand which affects all aspects of the company's communication materials and packaging
- RSL is now an award winning flooring specialist
- RSL now has a strong profile within the construction and flooring press, matching and exceeding larger competitors and helping to garner new business leads

**There is a great rapport between us and the MC2 team**, which is great. The team provides us with an array of ideas for various marketing projects, which MC2 drives to completion, however slowly we get the information to them!

The impact on our business of working with MC2 has been excellent. Sustained efforts over the last 10 months have begun to lift RSL's profile within the industry, which was the main aim of the exercise. I do not have external salespeople apart from a Business Development Manager and I much prefer to spend the money on marketing. **The continued efforts of your team will no doubt take us forward beyond 2009.** All in all, I would say we are happy bunnies!!

Ivy Wroe  
Managing Director, RSL