

RedSplash

Capturing high end market clients for Potters through the innovative presentation of a unique service offering

Case Study

POTTERS

INNOVATORS IN
SHEET METAL COMPONENTS

Understated service

With its investment in state of the art equipment and capacity to deliver a one-stop service to customers whose level of expectation from their suppliers in this market was low, Potters was quite unique.

The presentation of both its identity and services however, lagged some way behind the reality of that offering in as much as it was dated and a considerable understatement of both its skill and achievements.

The challenge Red Splash faced was to find ways of representing Potters as a leader in its field with a unique service offering that would deliver huge benefits to the multi-national companies it sought to serve.

Informing communications

We first set about researching the market to see how competitors were representing themselves. Once we understood this, we were able to make a series of communication recommendations to the management team at Potters that would enable them to position the company and communicate its value clearly and consistently to prospective customers.

The management team were brave enough and far thinking enough to enthusiastically accept all of our recommendations and so we set



about putting the plan into place.

Confident new look

The success of the project was to be judged by how many new clients were won once the new look confident Potters was presented to its defined multinational target audience. To achieve that goal it was essential that Potters portrayed a bigger company look and feel.

Using the theme "Innovators in Sheet Metal Components" we created an image of the company which truly represented the service it provides – that is proactive, quick, with a clear communications channel and a "drawings to delivery service" that was second to none in their market.



Clean clear materials

A photographic style was created that presented the company as up to date and technically at the cutting edge.

The layout of the new website and the printed promotional material was clean yet efficient and sought to represent Potters as a supplier that the buyers in multinational companies could trust to deliver on time and on budget.

Winning new customers

Through this new look and well defined service promise, Potters now attracts the business of even the most demanding yet rewarding multinational companies and has been able to further expand its range of services.



L.L. Potter & Sons Ltd

During its near 40 year history, Potters had developed into a leading, privately owned, fine limit sheet metal manufacturer and finisher.

Accredited to ISO 9002 and operating from factory facilities of 25,000 square feet in the heart of the Thames Valley, Potters provides its customers with a one stop solution package.

Through continuous re-investment in state of the art equipment, people and the latest computer based manufacturing and technical drawing packages; the company has become renowned for the combination of quality, flexibility and service that it offers.

Potters specialises in the manufacture of enclosures and associated metalwork for the communications and electronics markets, with many, long standing, household name clients from the telecommunications, retail and commercial computer fields.

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Creating business growth