



# The Value of a Brand



We can all appreciate the value of brand names in today's world and by choosing well-known brand names we all have a preconception of what that brand stands for – quality, reliability, trustworthiness etc.

Consumers make choices based on those brand perceptions and are frequently disappointed when they choose an alternative, even if it is made out to be a copy of a leading brand.

**Quicktrim**<sup>®</sup> is the original (*and we think still the best*) flat roof edging system and whilst it is true that alternatives have arrived on the market, the importers of all the leading EPDM Rubber brands in the UK still offer and recommend **Quicktrim**<sup>®</sup>.

Some of the alternatives look like **Quicktrim**<sup>®</sup> and claim to be the same but are made of different material so look closely. Does the trim have a shiny finish and have small clip-on corners without waterproof seals? If so we would advise you to be aware of inferior copies.

There is still only one **Quicktrim**<sup>®</sup> so make sure you ask for it or offer it to your customers by name – leading brands don't become that for nothing.

## Looking Forward

We know only too well that to offer the best service you need well trained staff and that is exactly why two members of our team are currently part of the way through very different training courses.

Dan, our warehouse manager, has just started a Management and Team Leading course, whilst Rachael from our

office team has been studying for the AAT level 2 accountancy qualification. We wish them both every success.

We have also welcomed Valerie, the newest member of our team, who has joined us for work experience as part of her marketing studies at Exeter University.







# Roofing Supplies Northern Ireland

Having approached Plytech he found that he was able to obtain what is essentially the same product he was used to but at a better price under the Rubberall brand name.

*"Although I was setting up a new business, I already had a customer base and hence needed products to match the quality they were used to,"*

says Conor, *"and finding Rubberall has not only provided the quality I needed but the pricing means I can be very competitive."*

*"The support I have received from Plytech has been superb and I am building a great relationship with the Company and looking forward to that continuing for many years to come."*

When Conor McCormick decided to set up his own roofing supplies business he had the option of continuing to supply EPDM Rubber through his previous business or finding a new supplier.



## Rubberall Installer?

We are currently designing some Rubberall Approved Installer stickers that can be attached to a vehicle.

If you are using *Rubberall EPDM* and would like to advertise the fact that you install or renovate flat roofs then give us a call on **0845 421 0562**.

The stickers will be ready early in the New Year so, if you would like some, please get in touch.

## FOLLOW US

Plytech is now on two of the most popular Social Media sites – *Facebook* and *LinkedIn*. So Why not follow us on *Facebook*. Or link up on *LinkedIn*

