

# MARKETING REPORT

**It has been another busy year for the Marketing team – as *TR*'s new strap line, 'Holding the world together' suggests, global support has never been more vital**



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With this in mind we welcomed a new apprentice to the department in early 2017 to further help us support our teams around the world.

To enhance the promotion of the Group's capabilities, we supported our UK, European and USA locations at exhibitions last year. Focusing on automotive as one of the key industries that *TR* supports, we exhibited at Automechanika in Birmingham, the Global Automotive Components and Suppliers Expo in Stuttgart Germany and Fastener Fair Mexico. All three shows were hugely successful, so much so that we are again booked in to exhibit at all three in 2017.

With our new commercial website launched at the beginning of 2016, our online presence is constantly being enhanced. An extensive range of products has been added over the last 12 months, increasing our total range to almost 50,000 parts, which gives our customers access to a very diverse range of fasteners and components. This is an essential tool for our global teams and we plan to continue increasing the content available, including individual sites for our Asian, USA and European locations and a range of technical animations to support the engineers and designers that use our commercial website as their go-to resource for fasteners.

Our product and services literature has continued to grow with a revamped core product brochure and new combined product catalogues, including sheet metal and plastic hardware brochures being developed.

The introduction of a new range of enclosure hardware has enhanced our already extensive range of sheet metal fasteners and has increased our product offering by over 5,000 parts. The new products include a range of hinges, locking systems, clamps and terminals as well as gaskets and accessories. We launched our new range to customers in early 2017, which included a brochure showing an overview of the entire range available.

Our ongoing product email promotions have continued to be successful and plans are underway for more specific targeted campaigns to further ensure our customers are receiving the relevant information from *TR*. With so many products and services now available, it is important that we fully inform existing and potential customers just what *TR* can offer.

PR and advertising is high on our list of priorities and a focus on industry is further highlighting *TR* as a leader in its field. We have a wealth of knowledge around the Company and we intend to fully utilise this talent moving forward with up-to-date technical and product related material.

As always, we like to keep an element of fun in our marketing and have done so with seasonal promotions to our customers, including a trick or treat campaign and a festive Christmas animation. With our email open rates being above the national average, it is clear that our customers appreciate these lighter ways of promoting the Company.

