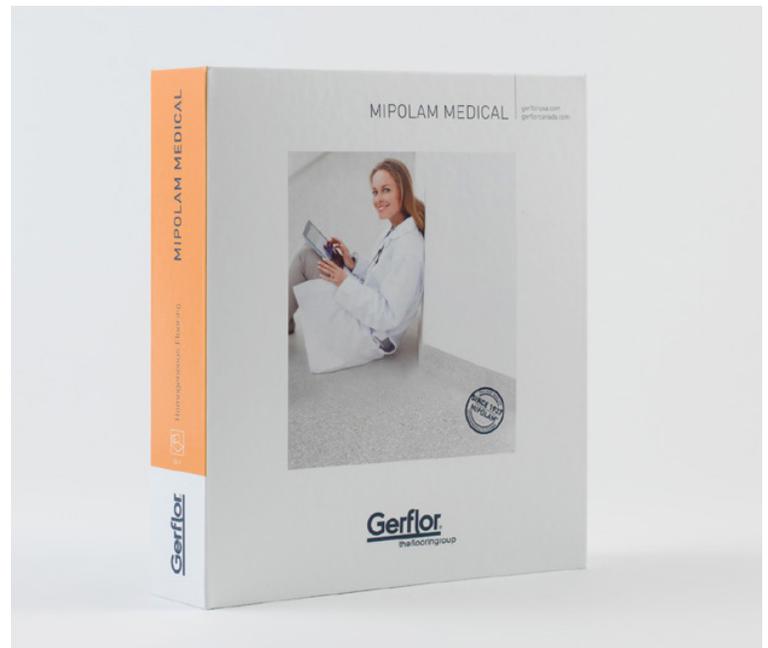




SUMMARY

IDM supported Gerflor with US introduction, the third-largest manufacturer of sheet vinyl flooring in the world. With relatively low brand awareness in the U.S., Gerflor looked to our team to help establish their long-standing, international Gerflor brand in the U.S. market and drive sales by connecting their 2014 strategy with effective marketing tactics.



ACCOMPLISHMENTS

From developing new key messages that better showcase Gerflor's unique selling points to working with vendors to produce three product binders and numerous catalogs, our team has helped Gerflor take their first big step into the U.S. market.

OUR ACCOMPLISHMENTS INCLUDE:

- Elevated the Gerflor brand in the U.S. with strategic brand positioning and a focused approach on two market segments: healthcare and sports.
- Repositioned product ranges within the healthcare and sports industries so that they appeal to American designers in a new way.
- Drove sales in the U.S. by creating a compelling and robust incentive program for Gerflor's independent sales representatives.
- Built revenue by developing new marketing and sales tools that accurately represent the quality of Gerflor products.



APPROACH

RESEARCH FIRST.

- What we found is that American designers were aware of Gerflor's product ranges, but not Gerflor as a whole. To help insert Gerflor into the mind of designers, we created a new Gerflor USA story, which helped solidify strategic brand positioning that differentiates Gerflor from their direct competitors.
- With a refreshed story and focused approach, our team began tackling individual brands. In just under six weeks, we designed and produced three architectural binders targeting the healthcare and sports industry: Mipolam Medical, Taraflex, and Recreation. (That's less than a third of the time it typically takes to produce a single binder!)
- With each collection, our team designed and produced product binders that included new visuals of U.S. installations, as well as enhanced key messages that better highlighted the features, benefits, and differentiators of Gerflor floors. Each flooring collection's key messaging was focused on the top priorities of designers in the industry. Mipolam Medical, for example, focused on sustainability, germ resistance, and cleanliness. Taraflex, on the other hand, focused on supreme athletic performance, branded colors, and athlete safety.

l to Play.
y to Win.



“We are starting to see the impact, and hope to continue the trend to a record-breaking year!”

– B.B., CEO, Gerflor

To successfully motivate independent sales representatives to recommend Gerflor over competitors' floors, IDM developed a strategic sales incentive program called Road to Rio for external sales agents to drive sales goals from the current fiscal year through the end of 2016.

The program included:

- Brochures to provide the participants with an overview of the sales incentive, contest rules, and more.
- Tickets that mimicked airline tickets, which were given to all participants at a kick-off meeting. The objective was to create excitement and ignore the idea that they could earn themselves an actual flight to Rio.
- Email Blasts—Announcing the winners and the progress of the contest.

RESULTS:

After introducing Road to Rio during their annual sales meeting, the Gerflor team saw an immediate increase in energy from their sales agents, as well as more engagement and interaction than in years past. One agent already collected a prize for selling Taraflex for more than 500 projects. Our team coordinated a VIP experience at the Indianapolis 500 in May for the agent and his wife.

And since the repositioning sales have been stronger than ever, Taraflex Sports' summer season has surpassed sales from previous years, and Mipolam Medical now accounts for half of all commercial flooring sales.

“The reaction to our efforts has been overwhelmingly positive.”