



MARKETING PARTNER

TH Plastics

TH Plastics supplies ancillary plastics machinery solutions and services throughout the UK. They have been working with FIG Creative since starting the business in 2009 having designed a logo and a basic website for them.

As the company started to expand these initial marketing tools were no longer sufficient to support the company's growth. Lee Thomas, Managing Director at TH Plastics explains, "What made us look credible to begin with soon started to hold us back because we'd grown beyond it. We really needed to raise our credibility in the marketplace. With several established players in the industry and most projects of high value, we really needed to raise our profile to give potential customers the peace of mind that we could deliver."

Solution

Lee explains why he chose to work with FIG. "I chose FIG as our marketing partner because of their professional approach."

"They've taken over all of our marketing and it's like having your own in-house marketing department. They really get to know a lot about your business."



Benefits

Marketing for TH Plastics has successfully increased their profile in the industry, their credibility and brought new customers and suppliers wanting to do business with them. Lee explains, "We've seen huge business benefits of working with FIG as a marketing partner."

We've got a true budget to work to now and we're seeing a much better return on investment. The company's grown to double the turnover in the last 12 months and yet the costs on the marketing side are much more controlled so it's having a definite impact on profitability."

"The other main benefit has been the rise in our profile. We experienced the changes at a recent exhibition. Many potential customers already knew about us because of what they've read and seen over the past 12 months. Now we have key suppliers approaching us to see if we can distribute their products, that is how much our credibility has changed."



"I would strongly consider using FIG as a marketing partner. It truly is a partnership, it's not just about doing leaflets and marketing campaigns, it's about getting to know your business and being able to do that with passion."

