

Duplo short listed for marketing accolade.

Duplo UK has been shortlisted for the B2B Marketing Awards 2010. The print finishing supplier received the nomination in the 'Best Product Launch Campaign' category for the launch of their Alpha Saddle.

This year's winners will be announced and trophies awarded at a glittering gala dinner to be held on November 25 at the HAC in the City of London. Duplo face competition with other nominees including Microsoft, LinkedIn, Nectar and RBS.

Duplo created a unique sample box containing 5 different booklets, all finished on the Alpha Saddle, ranging from an A4 landscape, right down to an ultra-small 90 x 95mm book. If the samples weren't memorable enough, the method of delivery certainly was. Dressed to impress, Duplo staff visited the over 150 of the top UK printers to hand deliver the sample packs.

One of the recipients, Gary Marchant of Lynhurst Press commented: "We were surprised to say the least to see our Duplo sales rep arrive at the door dressed for a cocktail party, however it was something we will not forget and has highlighted to us the number of customers who are asking for A4 landscape booklets. We have been customers of Duplo for over 10 years and continue to be impressed with the quality of their products and service and also by the innovative ways they market them to us."

The campaign achieved 60 demonstrations at IPEX, leading to 5 sales, generating over £700,000 in orders.

Marketing Manager at Duplo International, Peter Jolly commented: "Having won numerous awards as a manufacturer, it is fantastic to be nominated for awards in regards to the way we market these products. The Alpha Saddle launch was a great challenge for us, and something new to Duplo, however the end result has been far beyond our initial expectations and has set the bar for future product launches."

Earlier this year, Duplo received recognition for its 10 Year Award as an Investor in People, as well as being listed in the Sunday Times Best Companies to work for in the 'One to Watch' category.

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IMAGES: B2BM_awards.jpg: shortlist's logo.

IMAGES: JoAnne Lancaster DUPLO & Trevor Field LEFA.jpg: JoAnne Lancaster, Duplo Customer Support Manager and Trevor Field from LEFA during one of the Alpha Pack drops.

For more information regarding this press release please contact Peter Jolly, Marketing Manager, Duplo UK 01372 478 279

About Duplo International

Duplo International has provided innovative solutions to the print finishing industry for many years and today offers a comprehensive portfolio of finishing equipment across Europe, Africa, and the Middle East through its extensive network of distributors and dealers and partners. Headquartered in the UK, Duplo International also has subsidiaries in France, Italy and Poland.

Duplo's range of solutions includes saddle stitchers, bookletmakers, sheet feeders, collators, digital cutter/creasers, UV coaters, folders, guillotines and digital duplicators.

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