

EXAMPLES OF OUR WORK:

WINDSOR WINDOWS & DOORS PRODUCT LAUNCH



[Lights, camera, launch]

Overview:

Sometimes the best way to tell a story is to see it in action. Windsor Windows & Doors wanted to introduce a new powder coat paint process that completely changed how the company applied color to its aluminum clad products. Windsor turned to Sigler to make a splash.











Through research, storyboarding and on-site recording, we created an insightful video that made the complex process easier to understand for all viewers. We created a full line of marketing tools that Windsor could use either remotely or in person to demonstrate how the new paint program worked and the benefits it provided. With the revolutionary new process, Windsor can produce 22 Standard Clad colors and 20 Feature colors in-house for better customer selection and faster delivery.

Highlights

- Sigler created a launch video, filming the proprietary paint application process from start to finish, as well as recording the president of the company as he narrated the different steps.
- Sigler developed a wide variety of marketing collateral to promote the new color lineup.
- To better equip the sales team, Sigler produced and distributed paint sample kits that allowed people to see available colors in person.
- Sigler was also responsible for design and production of the powder coat paint display program signage.

Results

Windsor successfully rolled the program out to more than 350 distributors. The Windsor powder coat paint process was introduced in time for the company's national sales meeting, and the marketing materials have served as inspiration for Windsor's sales force as they grow their aluminum clad business.

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