

Roland DG Marketing Support



Publicity image for the Roland SP-300 digital printer

The Roland DG corporation is a global leader in the design and manufacture of digital printers, engravers and rapid prototyping machines.

In 2003, Roland DG (UK) decided to sell directly to their customers as well as through their main dealers. As their full-service marketing support team, Ever's task was to help reposition the company, raise its profile with customers and reassure those who already owned Roland machines that dealing directly with the manufacturer was an advantage.

Ever supported this change with display advertising, brochures and direct mail. Striking tradeshow stands were designed and constructed for key events, and potential customers were invited to meet Roland experts on the stands at these events.

We also created a range of 'Business Toolkits' for existing products so customers were not just buying machines, but business opportunities. This was a quantum leap forward from the service they were receiving from traditional dealers in the past.

The results speak for themselves. The new Roland SP-300 wide format digital printer has become the biggest selling wide format printer in the world, and Roland Digital Group has trebled their overall sales in the UK in the past three years.

Services supplied

- Marketing consultancy
- Product launches
- Brochures
- Direct mail
- Database management
- Exhibition stand design
- Trade show marketing
- Display advertising
- Point of sale

Contact us

Ever Marketing and Communications
294 Priory Road, Southampton SO17 2LS
Tel +44 (0) 870 420 3560
www.evermarketing.co.uk