Polypipe.
Case Study.

Polypipe

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Polypipe International looked to Wyatt for a campaign to support new market entry targeting the African mining sector.

A FTSE company, Polypipe makes plastic piping systems for use in the residential, commercial, civils and infrastructure sectors. Its products are found in countless applications, including the Olympic Stadium in London, and various prestigious sports, hotel and infrastructure developments across the world. But across the Gulf, throughout Africa, and even into Russia and Asia, it is only just scratching the surface of the market. In these territories, there are huge infrastructure projects where Polypipe's products and expertise have potential application. But although it has a presence and distributors in some of these markets, the Polypipe brand has little or no traction. It turned to Wyatt to help address this issue and drive future growth.

Polypipe

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01
Explore.

Such a huge market can quickly drain resources and budget. To be cost-effective, it's important to identify opportunities and build a targeted and focused approach around them. These opportunities lay in specific countries, products and market sectors, and so we worked with Polypipe International to create a clearly segmented approach. With this solid groundwork behind us, we began with targeting the mining sector in Africa.







Polypipe

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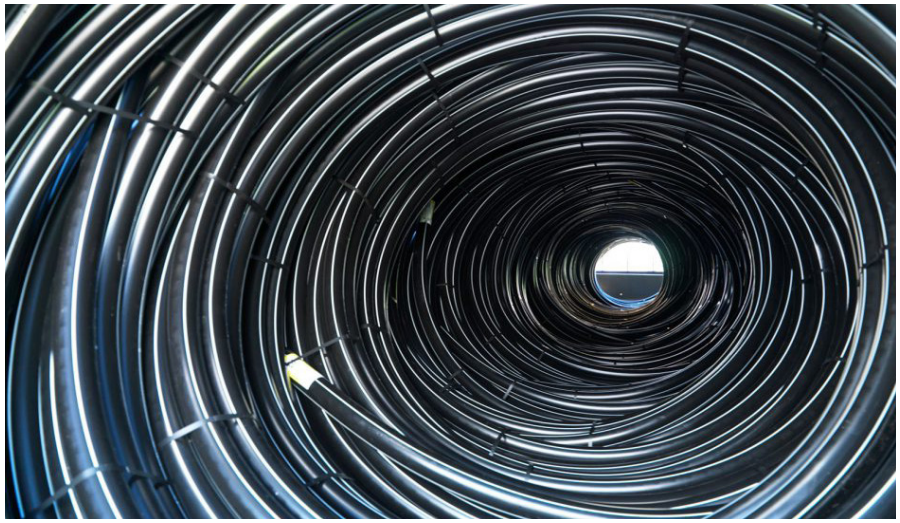
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Excite.

It was clear that, internationally, Polypipe's reputation rested more on its products – such as Terrain and Rigidrain – than on its expertise and added-value services. Yet it is this expertise which holds the key to winning the hearts and minds of specifiers.

So, we created a 'We are the People' campaign, which focused on Polypipe's status as a world-leading supplier of water management solutions. We believed that this positioning would prove effective, especially in an era when water management has taken on such critical importance.







Polypipe

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Express.

Our strategy was to target very specific people with a clearly focused message, and to engage them on a personal level. Drawing on assets from a communications toolkit we'd created (including photography, adverts, articles and white papers), our campaign for the African mining market included PR activity, EDM, case studies, LinkedIn prospecting, website and white papers.





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Sustainable twinwall pipe drainage solution

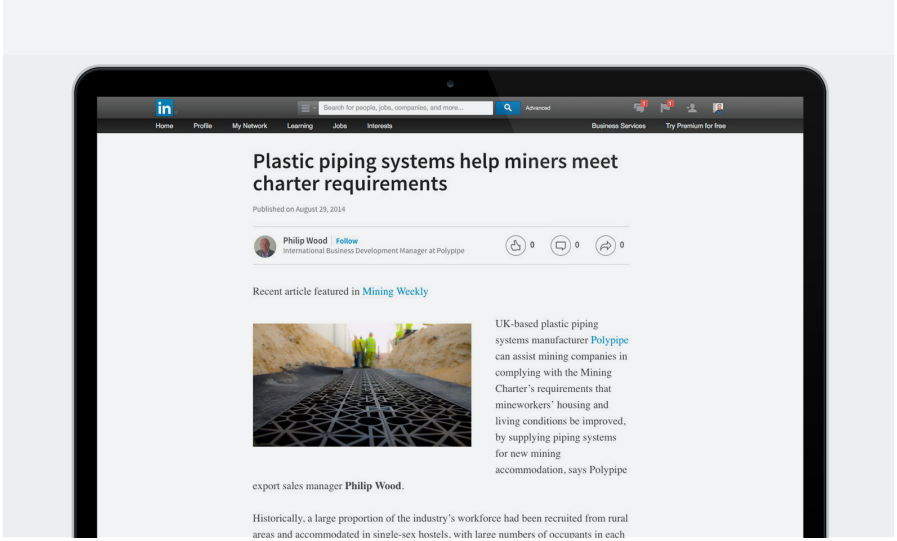
Posted on 03 September 2013. Tags: African Minerals, civil engineering, European legislation, Gary Nel, HDPE, infrastructure, infrastructure projects, Iron ore, mining, mining infrastructure, pipe, Polypipe, Ridgidrain, Sierra Leone, surface water drainage, sustainability, transportation

Sustainability is an important factor in the choice of materials used to underpin a project's **infrastructure.**

For this very reason, **African Minerals** decided to implement the **Ridgidrain system** from UK manufacturer **Polypipe** for the surface drainage of the rail marshalling yard at the **Tonkolili iron ore mine** in **Sierra Leone.** The project required 4,000m of 300mm Ridgidrain perforated twinwall pipe, which is made of **HDPE** (high-density polyethylene).

Provision of full documentation was a key factor for African Minerals, as Project Manager **Gary Nel** explains: "This project is extremely important to Sierra Leone and, as the mine operator, African Minerals is committed to applying the highest standards to everything that we do. We are working to internationally recognised performance

Polypipe International's Rigidrain perforated twinwall pipe



Plastic piping systems help miners meet charter requirements

Published on August 29, 2014

Philip Wood · Follow
International Business Development Manager at Polypipe

Recent article featured in Mining Weekly

UK-based plastic piping systems manufacturer Polypipe can assist mining companies in complying with the Mining Charter's requirements that mineworkers' housing and living conditions be improved, by supplying piping systems for new mining accommodation, says Polypipe export sales manager **Philip Wood**.

Historically, a large proportion of the industry's workforce had been recruited from rural areas and accommodated in single-sex hostels, with large numbers of occupants in each

Polypipe

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Excel.

To date, the campaign has delivered over 100 pieces of on and offline press coverage, including significant thought leadership positioning. Delivered through social media and South African mining and infrastructure publications, this has reached a combined readership of over 10 million people.

The LinkedIn social media prospecting campaign was especially successful in introducing Polypipe to prospective distributors and customers with an impressive connection rate of 45%. Of these, 8% were nurtured into becoming high-quality leads for the local sales team to covert.





100+
Pieces of press coverage

45%
Connection rate

10 Million+
Combined readership

Polypipe

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