

# salesbenefits

## The Pilkington **Activ**<sup>™</sup> Range – Sales Benefits

### How your company can benefit

- A new, original product range offering consumers something *different*
- The range incorporates:
  - Pilkington **Activ**<sup>™</sup> Clear – the original self cleaning glass
  - Pilkington **Activ**<sup>™</sup> Blue – a blue tinted glass combining self-cleaning and solar control
  - Pilkington **Activ**<sup>™</sup> Neutral – a neutral coloured glass combining self-cleaning and solar control
- New product messages can be used to *attract potential customers*
- *Customer awareness* levels are increasing. According to a 2008 awareness survey:
  - 48% of the home-owning population are aware of Pilkington **Activ**<sup>™</sup> – a 31% increase in brand awareness since the launch in 2002
  - 62% of the adult population is open to installing Pilkington **Activ**<sup>™</sup> which equates to 16 million home-owning adults and 9.6 million home-owning households
  - 60% said they would consider Pilkington **Activ**<sup>™</sup>, if it were within their budget
- *More enquiries* – window companies advertising Pilkington **Activ**<sup>™</sup> have found their general level of enquiries (for all products) increases, which may be because consumers see them as a premium company
- Excellent opportunity to sell more than a basic product – and at a *premium price*
- *Adds value* – Pilkington **Activ**<sup>™</sup> gives you the potential to generate additional profit
- *Higher value* – customers expect to pay considerably more for this product (many are surprised by how little extra), so shift customer focus to the value and benefits of the product rather than its premium price
- Offer quotations with and without Pilkington **Activ**<sup>™</sup> so the customer can see how your basic product compares with *competitive quotes*
- As Pilkington **Activ**<sup>™</sup> allows the customer to think of using glass in inaccessible places, it allows you to *sell more glass*
- *Improved conversion rates*



## **What the product range says about your company**

- It's a product range only offered by *forward-looking* companies – if competitors don't offer Pilkington **Activ**<sup>™</sup>, what does it say about them or their products?
- Self-cleaning is the latest *technological* advance in glass, so reflects well on your company – perhaps competitors who don't offer it fear new products
- Association with Pilkington brand *impresses customers*
- Free Pilkington literature and *support material* available
- *Free listing* for your company on the Pilkington website
- The product can be used with a large range of gaskets with *full technical support* available from Pilkington

## **How Pilkington **Activ**<sup>™</sup> will appeal to customers**

For many customers, *less cleaning, better looking windows, improved vision and the option of solar control*, may be enough to convince them that they need Pilkington **Activ**<sup>™</sup>. But occasionally, it pays to take a slightly different approach. Here are a few ways to help strengthen the appeal of the Pilkington **Activ**<sup>™</sup> Range:

- *Saves time and money* – remind your customer that Pilkington **Activ**<sup>™</sup> will make their life easier, and how much money they could save by not using a window cleaner
- *Saves having to go up ladders* – if your customer's elderly or afraid of heights, the convenience of self-cleaning glass will appeal to them
- *Clearer views* – for customers with a beautiful garden that they obviously take pleasure in, tell them that when it rains, Pilkington **Activ**<sup>™</sup> will improve their view of it as the water will sheet out. Also, first thing in the morning any external condensation will disappear quickly
- *Smarter looking windows all the time* – look around your customer's home, and if they're particularly house-proud, convince them how nice it will be to have smarter looking windows
- *The very latest in home improvement technology* – anyone into technology with all the latest gadgets will be excited by the fact that Pilkington **Activ**<sup>™</sup> is the biggest advance in glass for years
- *Solar control* – with the combination of both self-cleaning and solar control now available too, customers can help keep conservatories cooler in summer and warmer in winter.