

WILSONART® FLOORING

Hand Scraped Products



MARCOM

Wilsonart International was founded as a producer of high-pressure decorative laminate in 1956. Wilsonart began producing laminate flooring for residential usage in 1995 and has established itself as the industry's second largest manufacturer. Marketing Alternatives has enjoyed a working relationship with Wilsonart International for more than 25 years and has served as the agency-of-record for Wilsonart Flooring since its inception.

CHALLENGE:

After the highly successful launch of its Red Label Collection, Wilsonart® Flooring decided to extend the line with a new group of five "hand scraped" designs. While the products were to fall under the Red Label banner, they also needed to be distinguished from the original collection – both in the minds of retailers and at the physical point of sale.

SOLUTION:

Marketing Alternatives worked to graphically integrate the Hand Scraped products into the existing Red Label line while maintaining a unique identity for the new designs. Marketing Alternatives also created an array of sales support materials to underscore the key point of differentiation between the original Red Label products and the new Hand Scraped line extension.

As with the original Red Label Collection, the Hand Scraped line extension was met with tremendous enthusiasm by Wilsonart Flooring distributors and retailers alike. The company has achieved strong representation for the new designs by its retailers in just a few short months.

