

WILSONART® FLOORING

Retailer Database



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:

Wilsonart Flooring needed to build a network of distributors to sell their laminate flooring product. They needed to find a way to make selling their product convenient and cost-effective. The final challenge was to gain access to the list of retailers ultimately selling Wilsonart Flooring to consumers.

SOLUTION:

Starting with 30 distributors located throughout the U.S. and Canada, Marketing Alternatives helped establish a network of more than 14,000 retail locations nationwide. The retailer database was maintained by Marketing Alternatives to facilitate new product launches and distribution of consumer sales leads to retailers. Marketing Alternatives also set up toll-free numbers for Retailers and Distributors to order product displays, collateral materials and for general questions.

Wilsonart Flooring achieved a 25% market share in less than 5 years and has won numerous awards for outstanding retailer support.

