

The Organisation

Central Tablelands Commercial Industries (CTCI) based in Bathurst, Central NSW are a manufacturer of wet area (toilet and shower) partitioning systems under the Waterloo brand. The company has experienced phenomenal organic growth over its 10 year existence and was now putting pro-active marketing systems and procedures into place to ensure its future growth.

The Idea

CTCI recently completed a review with the federal Enterprise connect program for medium size manufacturing businesses. As part of that program RIM completed a marketing plan for the Waterloo Systems brand and was then engaged as an outsourced marketing manager to work with the CTCI team to implement the marketing plan.

The Process

The process includes

- ◆ Monthly action planning
- ◆ Twice monthly meetings with senior management for presentation & review
- ◆ Set up of marketing systems & procedures
- ◆ Liaison and training of staff in systems & procedures, dealing with suppliers and hints and tips where required
- ◆ Quick change in direction when required to take advantage of opportunities as they arose.
- ◆ Building and maintaining on-going relationships with key support staff.

Hurdles

- ◆ 'Virtually' (off-site) management of the marketing function
- ◆ Un-trained albeit enthusiastic staff
- ◆ Marketing was a new 'function' within the business - needed to get buy-in from other departments
- ◆ Ground breaking functional ideas for website that had never been implemented previously - required broad thinking supplier liaison

Results

- ◆ Sales growth of over 30% per annum
- ◆ What was once a painful part of their business (marketing) is now streamlined and the client is delivered work to their satisfaction.
- ◆ Client relationship has grown and developed over two years and is now largely operated on mutual trust and respect in a 'team-like' environment
- ◆ Access to value suppliers client would not normally have been able to source
- ◆ Never say 'you can't' - Yes you can!
- ◆ Great value for \$\$ spent!



Waterloo Colour Guide
February 2010

Pantone Inks on Coated Stock
Blue – PMS 295 (C)
Yellow – PMS 123 (C)
Silver – PMS 877 (C)

Intone Inks on Un-Coated Stock
JE – PMS 295 (UC)
low – PMS 115 (UC)
ver – PMS 877 (UC)

MYK on Coated Stock
JE – 100, 60, 0, 60 (D5206-1) + extra 20% K
low – 0, 20, 100, 0 (Pantone D55-1)
ver/Grey – 0, 0, 40

MYK on Un-Coated Stock
JE – 100, 60, 0, 40 (Pantone D5206-1)
low – 0, 15, 100, 0 (Pantone D55-2)
ver/Grey – 0, 0, 30



Quality We offer the **best value** by using quality materials in an efficient and safe, non-polluting manufacturing design and laser-cutting process. We get it right, on time, first time.

Customer Service We are a team that only work to your project – we **listen, understand, solve** your problem and ensure you are delivered to quality and the project comes together seamlessly.

Innovation & Design We are **continually evolving**, staying on international trends and ever generating a new range of products. Our commitment to innovation is both **practical and practical**.

Flexibility & Customisation Each project is different and at Waterloo we **customize our system** to make the **best use of** materials and space. Our commitment is to **ensure special requests** are always special requests.

Environment Our commitment to the environment only gets stronger over time. We are **committed to quality, health & safety, and** **eco-friendly** products & results.

In-house manufacture We manufacture our own product control **costs** through the production process and offer flexibility and a strong work ethic.

