

A decade of show-n-tell marketing pays off for Edgetech



**Erin Johnson,
Marketing Director**

In the OEM world, if the product is up-to-scratch, then a slick marketing brochure once every 10 years to keep people up to speed, is all that many companies undertake.

Not so for Edgetech, though, whose Super Spacer line of insulating glass products is so relevant in their customer's sales efforts, that an ever evolving array of marketing techniques has been a continuing necessity.

The move to add a huge consumer-oriented component began six years ago with the arrival of Marketing Director, Erin Johnson. She comments, that at the time "Edgetech was doing architect seminars and other technical education forums as a means of orienting window professionals to the benefits of Super Spacer."

"Meanwhile I was constantly hearing from our customers that they needed help reaching their sales people on how to sell Super Spacer – at every point in the retail chain and eventually to the end user, consumers buying the end window itself."

Listening to all of its customers lead

Edgetech into developing a full slate of consumer brochures, dealer training videos, in-home pitch-books and various hands-on demonstration kits, that outline all the technical benefits of Super Spacer in consumer friendly terms.

Over the years since, hundreds of thousands of brochures and product samples have been distributed world-wide —via the insulating glass and window industries use of them at trade shows, DIY stores and into consumer's homes directly.

"And the message is getting through quite well." says Johnson, "That when and if you're buying new windows or replacing existing ones—to get the best possible warm edge make sure they have the Super Spacer sticker."

Metal vs. Foam: the inside story



Full Metal Spacer



Less Metal Spacer



**No Metal -
Super Spacer**



Ice Water Test

Edgetech has done hundreds of dealer training seminars over the past two years. Erin Johnson, along with Erin Barker, Ulla Ress and Wendy Rostad of the Customer Solutions Team have traveled the Americas and the U. K. teaching window dealers how best to sell homeowners on the benefits of Super Spacer. These travels have resulted in much feedback and many new ideas.

Over the years, one of the most popular and effective in-home demonstrations has turned out to be the simple ice water test. Nothing so clearly highlights the difference between metal-based IG spacers and the exclusive foam-based Super Spacer, than putting a strip of each in a glass of ice water.

The metal one becomes instantly cold to the touch, whereas Super Spacer remains at room temperature. Then, a few minutes later, when actual condensation begins to form on the metal spacer, the sales person can simply ask, if that's what consumers want on their windows all winter long.

Another popular tool in this regard is a condensation display unit Edgetech introduced two years ago. "Our customers use them at Home and Garden shows and also at their annual dealer seminars to further reinforce Super Spacer use."

"They're wonderful tools," says Johnson, "because they can be specifically outfitted to compare Super Spacer and whatever spacers our customer is competing against in their own particular marketplace."

Realizing Super Spacer's tremendous potential in creating value-added sales opportunities, Edgetech is launching an entirely new consumer campaign at the InterGLASSmetal and Win-Door shows. The new campaign will include the latest round of demonstration kits, brochures, in-home videos, and stickers.

A combination of the technical and comfort attributes of the product, the new campaign emphasizes the never-ending efforts of Edgetech to help its customers sell the value-added properties of Super Spacer in their windows.

"We've hinted about some of the campaign concepts and our customers seem very, very excited," says Johnson. "We're looking forward to introducing the finished product at the upcoming shows."

