

CASE STUDY: Channel Sales Growth

Allied Tube and Conduit

Challenge:

Allied Tube and Conduit, the industry leader for electrical conduit, was preparing to introduce an innovative new way to quickly and accurately identify electrical runs. Allied's goal was to build brand awareness among electrical contractors that there is a new timesaving product that would enhance the professional look of an installation. The real challenge was that distributors traditionally keep the lengthy conduit back in the warehouse, out-of-sight, out-of-mind, and never in the front-of-counter showroom.

Integrated Marketing Communications:

The creative centerpiece to this distributor program was an "ear-catching" point-of-purchase display: a custom wind chime built using sections of the new color-coded conduit. The strategic marketing approach to showcase this new product line—out in front of distributor counters—was an instant success. Immediately, new distributor locations chimed in as the channel expanded to cash in on the sudden demand. Long after the promotional period ended, these displays continue to be a sound investment in brand awareness, as they remain in distributorships nationwide. Ads and direct mail pieces were developed to drive traffic to the channel, and as the product line expanded with additional colors, so did the distributor support.

Results achieved:

8000+ contractors signed up to learn more about our client's new line of color-coded electrical conduit, providing Allied a database of qualified leads. **Over 120 new distributor locations** signed on to stock the new product.



We go to great lengths to reduce your installation time

E-Z Pull™ EMT The name says it all – it's fast and easy! Cut time out of your next project by installing the #1 EMT product brand with interior coating, E-Z Pull. Widely available at a distributor near you, E-Z Pull's special interior coating provides a lower coefficient of static friction between wire and conduit, making wire-pulling quick and effortless.

True Color™ EMT Tired of marking runs in the field? Save time by installing True Color EMT and eliminate the need to paint, powder coat and tape. Available in eight colors: red, orange, yellow, green, blue, black, white and silver for instant recognition of circuits. Durable and damage resistant yet flexible for easy bending. With E-Z Pull interior finish, wire pulling is smooth and flawless.

Kwik-Fit™ EMT Installing EMT has never been easier with Kwik-Fit. Kwik-Fit eliminates the need for separate fittings by providing a built-in set-screw fitting for quick and easy installation. As with our other products, the Kwik-Fit line features E-Z Pull interior coating to save you time.

Kwik-Couple™ Conduit Installing runs of galvanized rigid conduit (GRC) and intermediate metallic conduit (IMC) is hassle-free with Kwik-Couple. Kwik-Couple eliminates the need for separate couplings by providing an INTEGRAL screw coupling for quick and easy installation.

On your next project, ask for Allied E-Z Pull, True Color, Kwik-Fit and Kwik-Couple. Available in a variety of trade sizes to meet all your application needs, and are UL listed and meet ANSI standards.

Allied Tube & Conduit products are available at an electrical distributor near you. Call us at (800) 882-9543 or visit www.alliedeg.com

ALLIED ELECTRICAL GROUP
Allied Tube & Conduit • A/C Cabling Systems • Power-Steel® Metal & Fiberglass Framing • Copper Cable Tray

Give your customers an unfair advantage...

Installation in half the time with Kwik-Fit Compression EMT

Increase your customers' competitive edge of Kwik-Fit Compression™ EMT, the steel EMT that reduces installation time by 50% or more.

Kwik-Fit Compression EMT features an integrated steel compression coupling, eliminating the need to purchase and store separate couplings. Just insert the plain end into the Kwik-Fit™ coupling end and tighten the gland nut. Two steps, and your connection is done.

The interior of Kwik-Fit Compression EMT is coated with Allied's E-Z Pull™ coating, making wire-pulling easier and faster, with lower coefficient of static friction.

Make sure your customer's next project has an unfair advantage with Kwik-Fit Compression EMT, part of the Kwik-Fit family of products.

True Color™ EMT Outstanding in the field...

Available in sizes 2 1/2" through 4" ConduitKwik

• Durable and easy to install
• Not permitted for durability
• E-Z Pull interior finish provides a smooth recovery for wire-pulling
• Durable and damage resistant yet flexible for easy bending
• Listed to UL Safety Standard 797 and manufactured to ANSI C80.3

Exclusively from the leaders in conduit...
allied
TUBE & CONDUIT

True Color™ EMT Outstanding in the field...

• Durable and easy to install
• Not permitted for durability
• E-Z Pull interior finish provides a smooth recovery for wire-pulling
• Durable and damage resistant yet flexible for easy bending
• Excellent EMI shielding characteristics
• Listed to UL Safety Standard 797 and manufactured to ANSI C80.3

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