



The Marketing Centre helps Unigloves to drive revenue growth and increase brand awareness.

Unigloves design, manufacture and supply industry specific, high-quality, single use gloves. They tasked The Marketing Centre with helping them to address issues they have had with stagnant revenue streams and to break into possible new markets.

### Challenge

- A weakness in the existing sales approach that was holding back the company's profitable development.
- The two-person sales team was occupied with getting in orders, and not focussed on looking beyond sales into more efficient and profitable strategies centred on customer need.
- Product pricing was inconsistent, products were not clearly differentiated in terms of use and packaging, and stock levels were not balanced with requirements.

### Solution

- Created differentiated positioning revolving around Unigloves' responsive strength as both supplier and manufacturer of its product.
- Segmented the end-customer base by industry, and adjusted the sales/marketing approach to the size and type of each customer.
- Industry-specific product ranges were defined, together with the industry-specific packaging.
- A long-term commitment-based, discount strategy and pricing policy was implemented.

### Result

- Recruited a new, full-time marketing communications manager to join the company in August 2015 and work with the sales division on prioritising bulk sales in target sectors.
- The new manager now works alongside the Marketing Centre's part-time Marketing Director.
- Specialist software has been specified to enable management of all outgoing messages and presence on social media.
- Two PR agencies were appointed to sow the seeds of positive stories, helping to raise brand awareness and support the sales team by positioning Unigloves in dental and catering, two target sectors.

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I am accustomed to working with highly qualified, experienced professionals. However at a company as relatively small as Unigloves a full-time marketing strategist at that level was beyond its needs or means – but in Robert, and now Malcolm, we had the ideal part-time solution, expertise we could afford.

Chris Wahlers, Director, Unigloves

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## Unigloves

Unigloves, a market-leading supplier of specialist single-use nitrile, latex and vinyl gloves, was joined by Robert Stead of The Marketing Centre in 2013 to work closely with the management team on a programme to drive revenue growth.

Having set up the programme, Robert handed over to Malcolm Johnston in 2015 to take the company forward in terms of sales and turnover, a strategy designed to make the most of both managers' particular skillsets.

## The Start

Based in Rochester in Kent, Unigloves formed in 2002 and has an annual £7m turnover and some 15 employees. The parent company makes and supplies more than 1.3 billion gloves annually, sold to more than 50 countries and used by medical professionals, in food preparation and in the hospitality, automotive, janitorial and care sectors.

When Robert Stead joined Unigloves in 2013 working one day a week, a review of sales and marketing carried out with Chris Wahlers alongside Mark Summers (a part-time sales director from Sales plus Profit) quickly identified a weakness in the existing approach that was holding back the

company's profitable development. The two-person sales team was occupied with daily orders, not focussed on more efficient and profitable strategies centred on customer need.

In addition, on closer analysis, product pricing was inconsistent, products were not clearly differentiated in terms of use and packaging, and stock levels were not balanced with requirements.

'My task was to establish an effective long-term marketing strategy', says Robert.

## Industry Focused

Through the first year, working closely with Chris, Robert worked on creating a differentiated positioning revolving around Unigloves' responsive strength as both supplier and manufacturer of its product. They segmented the end-customer base by industry, and adjusted the sales/marketing approach to the size and type of each customer.

In addition, industry-specific product ranges were defined, together with industry-specific packaging within a completely new and consistent overall brand design. A long-term, commitment-based, discount

strategy and pricing policy was also implemented, alongside a refreshed

## Further Development

Robert recruited a new, full-time marketing communications manager to join the company in August 2015 working with the sales team in target sectors. The new manager now works alongside Malcolm Johnston, who was retained by Unigloves in July 2015 to implement Robert's longer-term programme.

"Most marketing strategies don't fail because they are poor strategies. 'They fail because they aren't implemented" says Malcolm, who sees this breadth of skills as a core strength of The Marketing Centre approach. "Robert identified the sectors, my task now is to work on marketing with the sales division, directing and focusing their efforts to where it counts".

In addition, Malcolm specified and subscribed to specialist software to enable management of all outgoing messages and presence on social media. He also appointed two

PR agencies to help raise brand awareness and support the sales team by positioning Unigloves in dental and catering, two target sectors.

For further information please call us on 0208 166 3106 or visit our website at [www.themarketingcentre.com](http://www.themarketingcentre.com)

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Unigloves has recently been appointed to the NHS Supply Chain examination glove framework. When I came on-board as a director and co-owner in 2013, I wanted to see Unigloves fulfil its potential as a dynamic, interactive enterprise. My background is in corporate law in the City, and with businesses as diverse as start-ups to a leading global energy supplier, so I am accustomed to working with highly qualified, experienced professionals. However, at a company as relatively small as Unigloves a full-time marketing strategist at that level was beyond its need or means –but in Robert, and now Malcolm, we had the ideal part-time solution, expertise we could afford.

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Chris Wahlers, Director, Unigloves