

EXPERIENCE

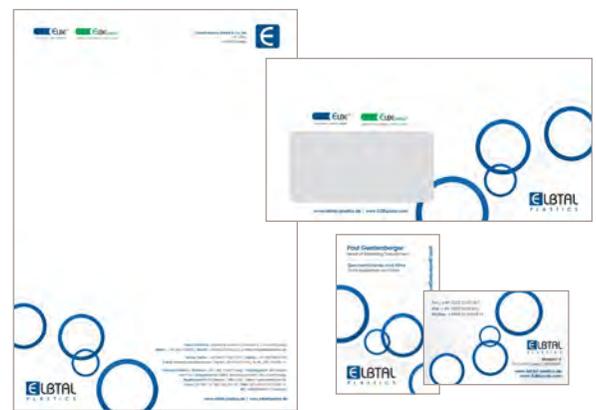
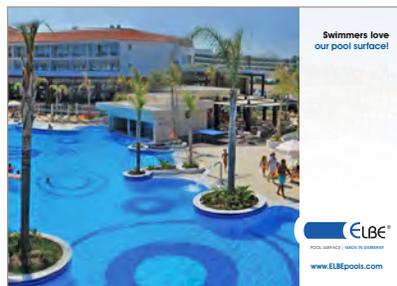


Elbtal Plastics is a global leader in reinforced swimming pool liners that wanted to introduce and expand its brand to the United States. Its German-made pool membrane uses innovative technology for a long-lasting, high quality product. The Elbtal liner is the result of more than 50 years of experience combined with cutting-edge production systems and a state-of-the-art quality control and installation method.

Key Obstacles and Insights: While Elbtal produces a superior swimming pool liner with a longer life and better quality than the pool membranes generally marketed in the United States, a main challenge was to overcome language and cultural barriers to streamline its brand message. The message had to be consistent and effective across geographies, and to both commercial and retail consumers. In addition, the 50-year-old company’s conservative image had become sterile and was not reflective of its cutting-edge technology.

Solutions: To assist Elbtal in expanding its European business and building influence in the United States. Miller Davis leveraged our entire team’s expertise. We brought together marketing variations through the years to create a consistent brand. We worked in seven languages, examining every word and image to make sure translations were correct and messages were appropriate. Finally, we executed this successful evolution by pushing social media and other digital marketing initiatives, public relations, websites, print materials and bold designs designed to garner engagement at trade shows.

Results: Elbtal’s new image ties it to the international world of swimming pools, and its marketing materials are now consistent and easy to understand. The same branding and full-service fulfillment capabilities that have won Miller Davis accolades from community-based projects transcended geographies to help Elbtal Plastics reach international business goals. Market share is growing in the United States and abroad.



“We hired Miller Davis to expand our business. From the very beginning, Miller Davis understood our challenges and was able to develop innovative and efficient marketing strategies. The scope of the work has been growing, including new responsibilities in new business areas. Due to the excellent work developed since the year 2016, Miller Davis has been appointed as our marketing agency for our operations, not only in the U.S. but worldwide.”

– Bertrand Girod, Director of Market

