

Flexco

New Product Introduction Drives Customer Action

With over 70 years in the commercial flooring industry, Flexco is positioned as a challenger brand. When they launched the Distinct Design Studio Collection—a streamlined color system with 129 choices in one easy-to-use palette—they needed to expand their reach.

The goal was clear: deliver a strong message, drive customer action, build market traction, and generate customer orders.

They needed more than awareness - it's about having a clear, consistent voice with strong customer appeal. Consistency builds trust—and trust builds brands.

Hardman Group used a combination of paid, earned, shared, and owned media to introduce Distinct Designs across communication platforms:

- **Social, digital, and print ads** to reach top commercial interior designers
- **Media Relations** to engage the trade press about this new color palette
- **Organic social posts for Facebook, Instagram, and LinkedIn** to reach designers during their daily activities
- **New sales materials** to engage internal and external sellers about the features and benefits of this new product offering.

The results were impressive:

- Over **460,000** impressions in just two months.
- A **+21%** boost in sample orders.
- **+140%** Increase in click-through-rate



The campaign also earned two prestigious **MarCom Awards**—one for the product launch and another for the integrated marketing strategy.

Ready to amplify your brand's reach and achieve meaningful results with consistent messaging? Contact Hardman Group today.

