

Case Studies



“Smye Holland Associates plays a key role in our communication with our customers. Media coverage helps to raise our profile and generate sales enquiries.”

Simon Shand-Brown, sales and marketing manager,
Bilco UK Ltd



“interesting and
informative”

Bilco manufactures a range of standard 'off the shelf' hatches, smoke vents and floor doors as well as providing a design service to meet special individual requirements. It was formed in 1989 and has built a reputation in the construction trade for providing the right access solutions.

Smye Holland Associates undertakes media relations on behalf of Bilco to raise its profile and promote its products to potential or existing clients. Bilco's customers include architects, engineers, specifiers and other construction trades.

Media relations for Bilco needs to be targeted to its broad range of customers to maximise results. By liaising with Bilco's customers we generate press releases that are interesting and informative while also promoting Bilco's name and its capabilities.

We also write articles on behalf of Bilco for its key media and produce a joint newsletter for Bilco and another of our clients, WindowMaster, which is mailed to a shared database of architects and specifiers which we manage for our clients.

The newsletter and its associated website - www.SpecificationNews.co.uk - which we design and manage are uniquely cost-effective promotional tools because of the sharing of costs.