

Case Studies



“Smye Holland Associates’ knowledge of the property and construction industry - and the media which serves it - has enabled them to keep us in the press on a regular basis.”

Richard Arnott, marketing manager, WindowMaster.



“WindowMaster is Europe’s largest provider of natural ventilation and smoke detection solutions”

WindowMaster is Europe’s largest provider of natural ventilation and smoke detection solutions. The company is part of the VKR Group, which also includes VELUX roof windows, VELFAC window and facade systems and Faber sun-screening products.

WindowMaster provides high quality systems which naturally ventilate rooms in buildings such as schools, offices, hotels and other public areas. It also provides solutions for the smoke ventilation market.

Smye Holland Associates undertakes media relations on behalf of WindowMaster to raise its profile and promote its products to its key markets. WindowMaster’s customers include surveyors, architects, construction companies, facilities managers and senior decision makers.

Media relations needs to be effectively targeted to this broad range of customers to maximise results. We do this by working closely with WindowMaster and its clients to produce press releases which effectively communicate the company’s key messages.

We also ‘ghost write’ articles on behalf of WindowMaster and its clients. These are aimed at a wide range of different industry media and have been successfully used to improve awareness of WindowMaster’s products and developments.

In addition, we have been able to work with WindowMaster and other clients selling to similar markets to produce joint mailing campaigns which are uniquely cost-effective because of the sharing of costs.