

Case Studies

greenpalletco.

“Smye Holland Associates was able to assist us in organising a very successful opening event. Its expertise in direct marketing and media relations helped us generate a number of good quality sales leads and we are still receiving enquiries as a result of the excellent press coverage that we received.”

Barry Dobson, director, The Green Pallet Company.



“an environmentally friendly company with a positive message”

The Green Pallet Company is a manufacturer of environmentally friendly cardboard pallets, pallet boxes and packaging products. The pallets are made from recycled paper board in a purpose-built factory.

Smye Holland Associates helped The Green Pallet Company with its official launch by providing media relations, direct marketing and event management expertise.

We developed a direct marketing campaign in order to identify The Green Pallet Company's target customers and key decision makers within them. We invited selected industry managers and dignitaries to the official opening and we identified and recruited a suitable VIP to preside at the opening of the event.

We also promoted the event for The Green Pallet Company through a carefully constructed media relations campaign using local business media and the national trade press.

The Green Pallet Company is an environmentally friendly company with a particularly positive message about sustainability in industry. Smye Holland Associates was able to convey this message successfully through a media relations campaign promoting the official launch.