

How we helped | Kier Wallis | Interiors

cowellco was appointed to assist with the development of Wallis Interiors, a sub-division of Kier South East focused on Cat B office fit out and high quality fitting out of property in other sectors including Hotels and Leisure.

Our challenge was to disseminate their existence and capability in a highly competitive sector to as many prospective specifiers, in the most positive manner, in as short a period as possible - and with limited resources. Wallis already had a respected name among Heritage sector professionals which we had to both preserve and enhance during the process.

At this time, in only 2006, Sustainability and Environmental concerns were just coming to the fore. Wallis Joinery was one of the first suppliers to gain FSC Accreditation. It occurred to us that most high quality Interior projects included bespoke joinery and that this may be the route into the designers and project managers.

We conceived the idea of producing a CPD presentation on Working and Specifying Sustainable Joinery. Most interiors projects feature bespoke joinery and we anticipated that our audience would consist of many designers involved in this type of work.

The presentation was produced including a general overview of Wallis and their interiors work. An information Pack was also distributed that included the slides and information on Wallis Interiors and we began a programme of lunchtime presentations that lasted over two years. In total we presented to an audience of over 1200 architects with the added bonus of creating a first-class database for future contact.

We presented to many leading and boutique architectural practices from Purcell Miller Tritton to Foster & Partners and in that period increased Wallis Joinery enquiries from £5 million pa up to over £50 million.

How we can help you

This is one example of how **cowellco** works to find innovative solutions to the challenge of finding and securing new business for our clients. We can do the same for you.

Our broad knowledge of the industry allows us to think laterally and come up with ideas that appeal to your prospective clients, creating new relationships and new markets for your services.