



Protean wins Outstanding Achievement Award from Super Dry

B2B marketing agency Protean Marketing Communications Ltd collected an Outstanding Achievement award at the recent Super Dry by Totech Sales Conference in The Netherlands. Company Director Richard Heimsch collected the award which rewarded the success of the Protean team launching the Super Dry range of desiccant drying and storage cabinets into the Americas and quadrupling sales since the start of the campaign.

Upon receiving the handsome bronze and stone trophy, Heimsch had this to say; "We are delighted for this recognition of our sales and marketing initiatives to launch Super Dry into the Americas. The work undertaken is a rather unusual and unique service to be offered by a traditional B2B marketing agency. We've combined our traditional and digital marketing expertise with international sales experience to create an integrated sales channel marketing service."

Protean works closely with companies to provide a tailor-made package that helps to launch businesses and services into new European and American territories. A strategic and multi-faceted marketing campaign is integrated with the sales channel service that includes qualifying and contracting regional sales representatives, training sales forces in the new territories, applications engineering and product quotations, closing orders and managing after-sales activities.

To read the Totech Super Dry case study in full click here <http://www.proteanmarketing.com/portfolio/sales-channel-management.asp> or to find out how Protean can help you email Rich@proteanmarketing.com.

Super Dry® is the registered trademark of Totech EU BV.

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Protean Marketing Communications Ltd is a comprehensive, business-to-business communications agency with offices in the UK, US and Asia. Founded in 1991, the company's integrated marketing and strategic branding expertise combines uniquely with its passion for communications and wealth of creative energy. Using digital and conventional tools encompassing advertising, PR, direct mail, electronic media and design, Protean effectively conveys the core business messages of its clients to target audiences worldwide. Underpinned by its proven Brands by Design philosophy, Protean's in-depth expertise has consistently developed positive and sustainable brand identities for a diverse client base.