



PARTNERS IN MARKETING

March 2010 – PIM sets up Partners In Business program for Rockfon

Rockfon Ltd is a subsidiary of Rockwool International, the largest producer of rock wool products. Rockfon is a leading European manufacturer of acoustic ceiling solutions. The services of the company include offering advice, specifications wording and sampling to design support and testing of particular constructions.

Rockfon asked Partners In Marketing to develop a strategy to enhance customer loyalty of ceiling installers. In this framework, Partners In Marketing organized several discussion groups to canvass the needs and expectations of this customer target group. By taking into account the specific needs of these different companies, Rockfon can offer added value that surpasses the mere product-related issues.

Together with Partners In Marketing, Rockfon now wants to launch the initiative Rockfon Ceiling Partners: a business club in which the management of major building contractors agrees to meet quarterly with the purpose of exchanging knowledge and experiences. The aim of the business network is to organize informative activities in which Rockfon acts as supporting mediator.

