

APPENDIX F: Resource Marketing

This study was prepared by:

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Resource Marketing is a marketing consulting and services company that assists clients with all aspects of marketing, sales and communications. Its primary focus is on environmental, engineered products and building products companies. Each of its principals has over 25 years industry marketing and sales experience, thus providing the company with a client viewpoint in recommending and implementing marketing actions, strategies and sales emphasis.

Resource Marketing's expertise includes strategic marketing and communications, product publicity and public relations, market research, marketing planning, sales lead development and followup, competitive studies, advertising, literature preparation, sales force development and marketing training.

Resource Marketing has provided marketing assistance to a wide range of environmental and building products manufacturers, including several in Canada. The company has thorough knowledge of environmental industry and has performed extensive marketing work for its clients' distributors, dealers and sales representatives.