

Team structure and responsibilities

The Polypipe Building Products marketing team consists of six members, each focused on specific channels to ensure targeted customer engagement. The team's responsibilities span internal communications, external public relations, digital marketing, and supporting product launches.



Key Achievements and Initiatives

- Successful product launches: The team has played a pivotal role in the launch of PolyPlumb® Enhanced, leveraging various marketing channels and tactics.
- Internal growth and promotions: The team has fostered a positive work environment, as evidenced by internal promotions and career advancements.
- Effective channel marketing: Each channel marketing manager focuses on specific customer segments, tailoring marketing efforts to their needs.
- Stakeholder engagement: The team actively engages with key stakeholders, including trade merchants, developers, contractors, and internal employees.

New Product Launch

The PolyPlumb Enhanced new product launch has been the team's main focus this year. Supporting merchants, contractors and developers. Along with trade press adverts, Fix Radio adverts, loyalty rewards and promotional activity.

Internal Comms

Customer Support

Live Events



Social Media

Recycling Project



The Ambition:
To become the first partnership in the UK to bring plastic waste back into the supply chain after its first life in the construction industry.

Construction Marketing Awards
26. Marketing Team of the Year