

Polypipe toughen up perceptions of plastic water supply to generate 154% sales uplift



In spring 2024, Polypipe Building Services used a live event strategy to increase sales of its MecFlow Supply Systems range by 154%.



157%

Exceeded target registrations



40%

Exceeded target attendance



154%

Sales uplift



29:1

Quarterly ROI



114:1

Year-one ROI