

CORE®

Core values, quality products

Best Branding & Positioning

Mission & Vision

To provide a range of HVAC products that represent exceptional quality and true value

Ultimately, CORE aspires to be at the forefront of every HVAC installation project within the UK



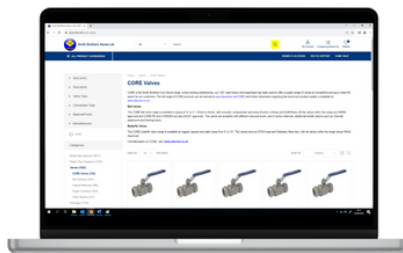
Literature



UK Trademarks

- ◆ 100+ product areas protected
- ◆ 13 different classes
- ◆ £6,500 saved in legal fees
- ◆ Managed in-house

Installer Show 2023



Website & Social Media

- ◆ WordPress website created, www.sbsscore.co.uk
- ◆ Around 700 words CORE products uploaded to www.sbsonline.net
- ◆ Dedicated LinkedIn page CORE By SBS

Promotion examples

- ◆ Service station restroom adverts
- ◆ Billboards on key access routes
- ◆ Presence in HVAC publications
- ◆ LinkedIn targeted advertising



ROI

Marketing budget **£50K**

Campaign cost **£45.5K**

CORE Product turnover (first four months)

£6million+

CORE Product Group Sales (May - August 2023)

