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PROMOTE A NEW PRODUCT ON THE MARKET OF PRINTED PRODUCTS

Company «Profile Plate» specializes in the manufacture of clichés for embossing since 2005, are used in the processing of different types of products - printing and haberdashery products. It can be labels, boxes, cards, folders (cardboard), brochures, posters, business cards, menus, diaries, wallets, folders (leather), bags, partmane, purses, bags for mobile phones and laptops, footwear and leather garments.

Clichés – a kind of printing plate, which is a metal or polymer plate for drawing pictures on paper or other material. Suitable for multiple receipt printing prints.

The main aim of the company is to create a production that will best meet the needs of customers.

The problem is the company that the company is not very high sales volume, and so the company decided to release a new product on the market - a cliché for foil stamping.

Clichés to foil it - using foil stamping and die. Manufactured from heat stamp. During pressure between the piston and the material is foil printing. Foil behind the foundation under the influence of hot punch and fixed on the surface of the deformed material. The quality embossing effect not only the temperature, the pressure in the press and holding time under pressure, but the quality of the foil.

The market share of the enterprise «Profile Plate» is 0.17 % and the market share of competitors in the market of Dnepropetrovsk is: 1) Open Company, LTD. LunaPack TD Factory carton is 0.18%. 2) PE «Continent», which manufactures digital photopolymer clichés is 0.16%.

These companies competing is a threat to private enterprise " Profile Plate " because they also produce a cliché for stamping , so PE «Profile Plate» has decided to release a new product on the market, a cliché to foil that is not in competition.

To promote the product will be used as the communication:

1. Print advertising-company will provide a brochure that will cover every month free - 300 pieces.

2. Exhibitions-new product will be presented in the exhibition «REX 2014» to be held from 25-29 July 2014, which will be on display equipment from different manufacturers, technology, supplies, conducted lectures and training.