

Success Stories

How The Marketing Centre helped Unigloves drive revenue growth, increase brand awareness and break into new markets.

About Unigloves

Unigloves is a manufacturer and supplier of disposable gloves, serving customers across a range of professional sectors.

The business wanted to address stagnant revenue streams, improve its sales and marketing approach, and explore opportunities in new markets.

The Marketing Centre helped Unigloves clarify its positioning, strengthen customer segmentation and create a more focused strategy for profitable growth.

The Challenge

Unigloves had weaknesses in its existing sales approach that were holding back profitable growth.

The sales team was focused on processing orders, rather than developing more efficient strategies based on customer need.

Product pricing was inconsistent, products were not clearly differentiated by use or packaging, and stock levels were not properly balanced with requirements.



Unigloves

The Solution

The Marketing Centre helped Unigloves create a clearer, more customer-focused sales and marketing approach.

This included:

- **Differentiated positioning:** Unigloves' strength as both supplier and manufacturer was used to create clearer positioning.
- **Customer segmentation:** The end-customer base was segmented by industry, with sales and marketing adjusted to the size and type of each customer.
- **Product ranges:** Industry-specific product ranges and packaging were defined to support clearer customer targeting.
- **Pricing strategy:** A long-term, commitment-based discount strategy and pricing policy was implemented.

“In Robert, and now Malcolm, we had the ideal part-time solution, expertise we could afford.”

Chris Wahlers, Director, Unigloves

Results

The work helped Unigloves strengthen its marketing capability and improve brand awareness in target sectors.

- A new full-time marketing communications manager was recruited
- The new manager worked alongside The Marketing Centre's part-time Marketing Director
- Specialist software was specified to manage outgoing messages and social media presence
- Two PR agencies were appointed to raise brand awareness and support sales activity
- PR activity focused on dental and catering, two key target sectors

Long-Term Investment

The work gave Unigloves senior marketing expertise in a flexible, affordable way.

With clearer positioning, better segmentation, industry-specific product ranges, improved pricing and stronger marketing communications, Unigloves created a stronger platform for profitable growth and brand awareness in key markets.

Chris Wahlers, Director, Unigloves

"I am accustomed to working with highly qualified, experienced professionals. However, at a company as relatively small as Unigloves a full-time marketing strategist at that level was beyond its need or means, but in Robert, and now Malcolm, we had the ideal part-time solution, expertise we could afford."



Have a question?

Email us at info@themarketingcentre.co.za

You can find out more at www.themarketingcentre.co.za