

## **COMAP CATCHES THE EYE WITH 2008 ADVERTISING CAMPAIGN**

Comap – the leading manufacturer and distributor of plumbing and heating products – has launched an attention-grabbing advertising campaign for 2008.

Firmly positioning Comap as a manufacturer and supplier of the most elite plumbing and heating products, each advert features a post-it-note image, reading “Comap – one name.”

The concept not only consolidates brand awareness, but also acts as a quirky visual reminder that Comap is a prolific manufacturer and one-stop-shop: stocked in-depth with a broad range of quality heating and plumbing products. The post-it-note underscores the message that customers don't need to litter their desks with numerous suppliers' contact numbers - Comap can meet every requirement, all from one handy and reliable point of contact.

The arresting advertising reflects Comap's class-leading portfolio, which comprises over 5,500 quality products. Each advert focuses on a different product from key ranges of heating products and fittings. The consolidated campaign got underway in January with attention-seeking adverts for the stunning S2 TRV. Showcasing Comap's strong focus on product development, throughout the year the campaign will unveil a number of exciting, new products.

Lee Kenney, managing director, said: “2007 saw huge growth in brand awareness – with merchants and installers turning to Comap for all their product needs. This year the message focuses on Comap's impressive credentials as a European manufacturer, with over 20 subsidiaries worldwide and extensive research and development and facilities. With such a strong pedigree it's important to broadcast it from the rooftops!”

**14 January 2008**

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