

Seriously Strong Marketing Efforts EARNS Innova Solutions a Prolific North Award

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SUMMARY

Innova Solutions have been recognised for their ‘Strongman Approved’ campaign with British Strongman, Mark Felix.

In the midst of what has been a successful year for Lancashire based adhesives firm, Innova Solutions, they’ve been awarded ‘B2B Marketing/Integrated Communications Campaign’ alongside their marketing agency, 3ManFactory, at the Prolific North Awards 2017 after being shortlisted against some other seriously impressive campaigns.

It was their campaign with 11 times World's Strongest Man competitor, Mark Felix, that earned them the recognition from the judges. Their campaign included web, social media, video and PR and they were even joined by Mark Felix at the Sign & Digital UK conference at the NEC in Birmingham in March.

They were praised for delivering an exceptionally creative campaign that managed to deliver outstanding results. They teamed up with Mark Felix, who is widely regarded as having the strongest grip in the world, in July 2016 to help promote their range of high-strength structural adhesives and bonding tapes. It was a big decision for Innova Solutions to choose somebody outside of the industry to embody their brand and it’s one that’s paid off.

Glenn Dunleavy, Managing Director at Innova Solutions, said:

“Mark Felix was the perfect figure to represent the unbeatable hold and grip strength of our own products. He personifies the Innova Solutions brand perfectly and we’re delighted to have received this award off the back of a really successful campaign.”



QUOTES

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— Glenn Dunleavey, Managing Director at Innova Solutions

IMAGES



SPOKESPEOPLE



Glenn Dunleavey

press@3manfactory.co.uk

01772 921103

Managing Director



Spencer Kelly

press@3manfactory.co.uk

01772 921103

Sales Director



Linda Barrowclough

press@3manfactory.co.uk

01772 921103

Operation Director



Tom Strangwick

stran@3manfactory.co.uk

01772 921103

Marketing Executive

ABOUT INNOVA SOLUTIONS

Bonding people. Fixing problems

There are high strength bonding tapes and eco-friendly adhesives for an infinite number of applications. Yet when you want one to meet your specific needs can you find the guidance you need?

When Innova Solutions started trading in 2002 we didn't think so. In fact that's one of the reasons for our very existence. How much better would it be, we thought, if you knew exactly why high strength bonding tape A was better for your application than high strength bonding tape B?

That's what we do, with an enthusiastic team who know their stuff and take real pride in supplying exceptional adhesives and the practical advice to help you buy wisely.

Eco-friendly people. Eco-friendly adhesives

The environment has always been a part of our ethos because it's right outside our door. With the beautiful Lancashire countryside all around us, we're reminded daily that what we do – and how we do it – matters.

That's why so much of what we do blends high specification capabilities with an environmentally-friendly formulation. Take the new NovaBond XS (Extra Shear) range of foamed acrylic tapes. They're cured by UV, so no solvents are present in the production process or final product.

Or NovaSol NC, a non-chlorinated range of plastic welding adhesives which are safer to handle and dispose of.

The bonding people

For signage, construction, automotive and point of sale, find the high strength bonding tapes and eco-friendly adhesives for your application at Innova Solutions.



Innova Solutionsnewsroom

