

# New Product Launch

## Viega®—Building a Stainless Reputation

### Challenge

Viega introduced a hot, new (yet flameless) way to join stainless steel pipe in the industrial facilities market, where the system was unknown. The Viega ProPress® stainless system uses pressing tools and stainless steel fittings to connect piping in a way that's faster, safer and more reliable than welding and roll grooving.

### Solution

Sonnhalter created a campaign designed to generate awareness and encourage demo requests for the Viega ProPress stainless system in key vertical markets. Using the line, "The Torch Is Past (And So Are Welding And Grooving)," the promotion highlights the many reasons why pressing is so much better than those "old school" pipe joining methods.

Elements of the campaign included print inserts in vertical trade publications, electronic communications (banner ads, eNewsletters, eBlasts), print/downloadable collateral (brochure, project profile sheets, direct mail), public relations (press tour, press kit, case studies, news releases), a video, trade show support and a dedicated microsite. Everything but a Super Bowl TV spot.

### Results

It's not easy to get contractors, plant managers and engineers to change their ways, especially when they're longtime users/specifiers of traditional pipe joining methods. But once they saw how fast, easy and safe it is to use the Viega ProPress system, they decided to pass on the torch. In just three months, the campaign recorded more than 1.8 million impressions and dozens of demo requests. The promotion has really connected with those who connect stainless steel pipe.

