



34, Leeds Road  
Ilkley  
West Yorkshire  
LS29 8DS  
United Kingdom

## Case Study

### Customer:

Classical Bathrooms, Ilkley

### Objective:

Because the company specialise in the sale, design and installation of bathrooms, it was important to combine a number of details. The card must immediately say what they do, where they are, when they open and how to contact them. In addition, the card had to act as a survey appointment card.

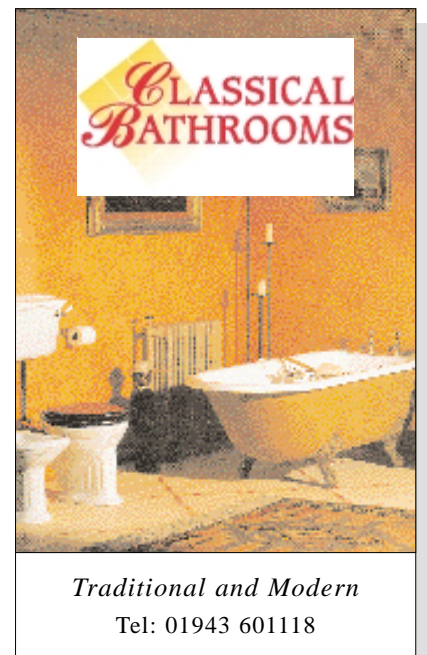
### Action:

The cards have been positioned in holders around the shop, to encourage customers to take for themselves, or pass on to friends. Our staff use the card to remind, after making an appointment for a survey. All enquirers are given a card.

### Result:

"There is no doubt that the cards have proved an invaluable addition to our marketing tools. Because of their size and content, they are retained for reference or passed on as a recommendation. They complement the product brochures perfectly".

Geoff Cook Owner



**SALES ★ DESIGN ★ INSTALLATION**  
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**Classical Bathrooms**  
 Junction of Little Lane and Leeds Road  
 Ilkley, LS29 8EA Tel: 01943 601118 Fax: 01943 609354  
 Email: info@classicalbathrooms.co.uk www.classicalbathrooms.co.uk

*Open Monday - Sat 9.00 - 5.30*

Book now for a FREE survey

Date: \_\_\_\_\_  
 Day: \_\_\_\_\_  
 Time: \_\_\_\_\_



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If you would like to receive FREE samples and information about these cards please send:  
❖ a stamped addressed envelope ❖ your name and position ❖ a business card,  
compliments slip or letterhead - to the address shown at the top of this case study.

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PITS wish to thank Classical Bathrooms for their custom and support.