

ROTO TANKS

THE BEST PLASTIC TANKS... REAL VALUE FOR MONEY

THE MARKET

Roto Moulders Limited is a Kenyan manufacturer of water storage and sanitation solutions, with a product offering that includes water storage tanks, septic tanks, garbage disposal bins, materials handling containers, toilet huts and other custom made products.

With water being such a precious commodity in Kenya, most people require containers to store any water they may need. Roto Moulders ensures that this need is met by pricing its products affordably and ensuring both urban and rural markets have access to the range.

The brand currently has around 60 percent of the market share, which is expected to grow as the Kenyan economy continues to develop.

Roto Moulders has expanded its product portfolio to satisfy dynamic market needs and meet growing demands for both storage and sanitation solutions. Products are strategically positioned across the different market segments and supported by aggressive marketing initiatives. The company's strategic growth plan is to expand product availability across the country in the short-term.

Roto Moulder's success is credited largely to a focused marketing strategy that has seen it increase its market share and increase its turnover.

As one of the oldest brands on the market, the company has succeeded in garnering consumer loyalty and satisfaction by providing excellent service delivery. Roto Moulders has continually maintained high standards by its commitment to its brand values that demand the best plastic tanks and real value for money.

ACHIEVEMENTS

In just over 15 years, Roto Moulders has grown steadily to become a market leader in the Eastern Africa region. The company now has factories in Kenya, Uganda, Rwanda, Sudan, Mozambique and Ethiopia and is known for its innovation. In tune

HISTORY

Having started operations in 1991, the first five years of business saw Roto Moulders operating in a 10ft by 10ft office shared by three employees.

At the time, galvanised steel and cement water tanks had a 100 percent market share. Roto Moulders was faced with the challenge of altering the status quo as most consumers were comfortable with the available water storage products and were very skeptical about plastic - especially concerning durability and hygiene.

To overcome this hurdle and penetrate the market, the company's first task was to educate consumers on the advantages of plastic water storage tanks. The brand targeted key decision makers and various players in the construction industry including architects, surveyors and builders, selling them on the positive aspects of plastic as a safe and more hygienic liquid storage solution.

with changing market trends and needs, Roto Moulders has a reputation for providing outstanding quality and service.

This is a pioneering brand: It was first to sell its products through hardware networks; provide door-to-door deliveries; and manufacture a variety of container capacities. In terms of originality and creativity, the company was the first to introduce the double-layered tanks, hinge-type lockable lids, plastic septic tanks and ball-shaped plastic underground tanks.

Roto Reality!

Fact! Water is life and a basic essential in your day-to-day activities. It is a reality that as a farmer to grow abundant and healthy crops, you need adequate water supply for irrigation, which may not always be available. That is why you need a reliable storage tank. You need a Roto Tank. Roto Tanks are affordable, long lasting and maintenance free and available in different sizes and shapes. Make safe storage of water a reality- A ROTO REALITY!

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ROTO MOULDERS LTD. Off Enterprise Rd Opposite Road A, Tel: (020) 552885/552118/531063/542022, Fax: (020) 558412, E-mail: info@rotomoulders.com, www.rotomoulders.com

Marketing and promotional initiatives also included educating the masses on product installation and usage. The initial advertising and marketing strategy was based more on education and information than on brand development, which helped the brand make in-roads into the market.

It was not an easy task. It took over seven years to convince consumers that plastic products were a viable option. Roto Moulders sales began picking up, while galvanised steel and cement tanks sales dropped by almost 80 percent, giving the brand a sizable share of the market. Today in

Kenya, Roto Moulders is synonymous with water tanks.

THE PRODUCT

Roto Moulders product range is centered on water storage and sanitation. The popularity of the brand is attributed to the high quality offerings, and the company's promise to continue providing long-lasting products that meet consumer demands and expectations.

Since 1991, the company has been actively innovating and re-engineering its products in alignment with changing and growing market needs. Roto Moulders prides itself on product designs researched and developed in-house by an experienced and dedicated development team. The brand has invested extensively in research, and continues to keep its fingers on the nation's pulse to respond to market needs in the design and development of new products.

PROMOTION

The Roto Moulders brand is promoted using above and below-the-line advertising, running advertising campaigns in the media for over ten years. The print ads have changed over the years and helped the brand become more trusted, understood and appreciated. Print advertising is placed in daily newspapers, industrial journals and other niche media, while broadcast advertising is heard on English, Swahili and vernacular radio stations.

The marketing and sales team has focused its efforts on market penetration. The team is involved in product branding and re-engineering as well as promotional exercises via exhibitions and road shows. The brand's participation in exhibitions and trade fairs is aimed at growing brand awareness and visibility.

As part of its branding campaign Roto Moulders uses wall branding in retail outlets, with promotional posters reminding its customers of its promise - real value for money.

Marketing strategies have gradually evolved from educating potential customers to marketing the brand as a trusted and a valued product.

BRAND VALUES

Roto Moulders' slogan is: Real value for money. This is a promise the company believes customers get every time they buy a Roto Moulders product.

The product value is about strength,

durability and service. Roto Moulders products are part of the Kenyan lifestyle and the company is committed to trust, reliability and longevity of products. All products go through various quality control checks from production to the dispatch stage in order to meet the brand's high standards and guarantee of safety for consumers. Roto products also come with a seven-year warranty.

Roto Reality!

Fact! Water is life. It is a reality that as a dairy farmer you need healthy animals and high milk production. Roto Tanks will ensure you get adequate water supply for your animals. Roto Tanks are affordable, long lasting, maintenance free and available in different sizes and shapes. Make safe storage of water a reality- A ROTO REALITY!

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Roto Reality!

Fact! Water is life. It is a reality that you need water for personal hygiene. Roto Tanks will ensure you get clean water save from water borne diseases. Roto tanks are affordable, long lasting, maintenance free and available in different sizes and shapes. Make safe storage of water a reality- A ROTO REALITY!

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THINGS YOU DIDN'T KNOW ABOUT ROTO MOULDERS LIMITED

- The company began in a 10 x 10 ft office with three employees
- The first ad was designed by one of the company's directors
- In 15 years, Roto Moulders has grown to become one of the largest rotational moulders in Africa, with factories in Kenya, Uganda, Rwanda, Ethiopia, Mozambique and Sudan
- Over half a million Roto Moulders water tanks have been sold
- The largest Roto Moulders water storage tank has a capacity of 24,000 liters, with a weight equivalent to five elephants
- The company has 215 different products on offer