

SLEEVE COPY:



Plumbing Products &
PIPE DREAMS
DELIVERED

TARGET:

Locally-based Plumbers

CHEST COPY:

Colorado Based
Just Like You



INDUSTRY: Real Estate Development and Construction Supply Chain Logistics
TACTIC(S): Email/Landing Page (+Print Version for Field Use by Sales)
TARGET(S): 25-65 Year Old Plumbers, Family Men Sub-Segment