



CASE STUDY



Bostik, a subsidiary of the Arkema Group and a global player in specialty adhesives for the construction, consumer and industrial markets, develops innovative and multifunctional sealing and bonding solutions that have been shaping our daily lives for over 130 years. www.bostik.com

BOSTIK GENERATED 300 LEADS AT THE BIG 5

1 CHALLENGE

COVID-19 has significantly disrupted face time with new business resulting in less inbound enquiries than in previous years.

2 SOLUTION

Face-to-face approach is one of our most important tools to express the benefits of our products. The Big 5 gave us the opportunity to apply our products in front of visitors.

3 RESULTS

We generated 300 leads and conducted multiple demonstrations throughout the show. Our participation contract for next year is already signed.

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To enquire about exhibiting at The Big 5 2022, email info@thebig5.com