



Taking a bite out of the global mining market.

One of the world's largest manufacturers of mining shovels.

CRUNCH TIME

P&H – technology, reliability and support to feed your business improvement initiatives.

Centurion Driven

The pressure is intense and there's no time for downtime. P&H is your on-site partner who understands your need for safe, productive and reliable equipment.

- Advancing the business and science of mining since 1884
- In over 90% of the world's surface mines
- New Centurion™ system combines superior technology with reliable design
- Unparalleled parts and service support from P&H MinePro® Services

When time is tight, every hour counts. P&H – we come through in a crunch.

Contact your P&H MinePro rep or visit www.phmining.com today.

КОГДА ВРЕМЯ-ДЕНЬГИ

P&H – повышение эффективности компании через оптимизацию технологии, надежности и эффективной поддержки.

Система управления Centurion

Если НЕТ альтернативы для бесперебойной работы горного оборудования – P&H ваш локальный партнер, который понимает необходимость в безопасном, высокопроизводительном и надежном оборудовании.

- "Мастерская" передовых идей для горной промышленности с 1884.
- P&H оборудование успешно эксплуатируется в 90 % открытых шахт в мире.
- Новая система управления Centurion объединяет в себе передовые технологии с надежным дизайном.
- Непревзойденная поддержка P&H Mine Pro Services запчастями и техническим обслуживанием.

Когда время-деньги, каждый час на счету и простои недопустимы – P&H ваш надежный партнер.

www.phmining.com
Тел. 495 933 0972

Company | P&H Mining Equipment

Challenge

P&H Mining needed to re-establish its brand awareness in the expanding global mining market after scaling their marketing efforts back for nearly a decade. P&H wanted to deliver the message that their "Business Improvement Initiatives" resulted in tough, technology-driven equipment and unparalleled service.

Solution

LePoidevin Marketing developed a strategy and supporting tactics which included a new, attention-grabbing ad to run in major industry publications. The concept — "Crunch Time," was developed to make an impact on an otherwise hard-to-impress audience.

Results

The result was an effective, impactful print ad which was repurposed globally throughout the organization for use in trade publications. The editor of Coal News commented, "It [the P&H "Crunch Time" ad] is one of the best mining ads I have ever seen. Very powerful!"



Advancing your position.
LePoidevinMarketing.com | 262-754-9550