

09 03 2009

BIG ADVERTISING CAMPAIGN OF EDILTECO SUDAMERICANA

Since last June 2009, EDILTECO SUDAMERICANA, company which is part of Edilteco Group and based in Argentina, has started a big advertising campaign “ in the whole region of Capital Federal and Grand Buenos Aires. This campaign has had as protagonist ISOLRAP (lightweight thermal insulating substrates) and DRYWALL (dehumidifying additive for plasters). Promotional activity has been developed both through specific actions of the commercial staff of Edilteco Sudamericana on building materials retail shops, which already were distributors of its products (through corner and devoted personnel), and through press advertising on specialized magazines and by radio.