



Quick Facts

Company

Progressive Foam was founded in 1992 and holds the distinction as the first manufacturer to create insulated vinyl siding and bring it to the marketplace. With over 30 patents, the company has diversified their offerings to meet the needs of the entire siding market.

Industry

Insulated siding, foundation sheathing, insulated sheathing, insulation products

Geography

United States

Challenges

- Business focus primarily on contractor and repair/replacement channels
- Limited brand awareness among home builders

Tools Used

- HomeSphere-IQ® Emerge
- HomeSphere's Rebate Program

The challenge in raising brand awareness among builders

Progressive Foam is a well-respected brand that, until recently, didn't focus their sales efforts directly toward home builders, but rather to the contractor channel in the repair and replacement market.

Their products, however, are perfect for home builders who need to meet specific energy codes, have ever-evolving energy goals and seek better solutions for exterior cladding and insulation.

Progressive Foam also identified an opportunity with home builders to develop new products that help builders deliver more comfortable and energy-efficient homes to buyers by providing great-looking, durable and easy-to-install solutions that can help reduce total installed costs.

However, without brand awareness among builders, Progressive Foam needed a solution that helped them identify the best markets for builders while providing critical supply chain insight on the contractors and distributors their target home builders work with.

As the company expands its database through HomeSphere, additional direct marketing methods can also be deployed to further build the Progressive Foam brand.

"A new residential contractor generally only works for builders and their distributors usually only stock one brand so knowing the players in each market is critical." – Chris Toth, National Sales Manager in New Residential Construction, Progressive Foam

Using HomeSphere-IQ Emerge for supply chain insight

Progressive Foam sought HomeSphere-IQ® Emerge to find deeper insights on home builders in different markets and to learn more about the trade partners these builders work with. As an insulation provider, Progressive Foam knew they needed to reach contractors and distributors who builders do business with, so they could earn their buy-in before obtaining the builder's business.

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Builder Discovery, within HomeSphere-IQ Emerge, allows Progressive Foam to drill down to specific builder opportunities by market, volume and product type so they can determine the best markets to build a sales pipeline around.

The platform also provides Progressive Foam with valuable information on trade partners each builder works with so the brand can reach out to those partners, start a conversation and work to gain better access to the other home builders.

To take it a step further, the rebate engine within HomeSphere-IQ Emerge helps to solidify relationships that Progressive Foam creates with builders.

Results using HomeSphere-IQ Emerge

Progressive Foam is actively using HomeSphere's platform to plan market activity and start conversations with trade partners.

In one success story, the brand was able to identify a builder who used their product through one contractor, but not another. The insight provided the opportunity to target the builder for exclusive brand usage.

The supply chain insight is allowing the brand to connect the dots between the builder, distributor and contractor.

Progressive Foam is also using the platform to spread good work by connecting contractors with builders on the HomeSphere program to help them grow their business as well.

“Any manufacturer looking to establish or grow market share can benefit from the platform to discover targeted builders and enhance their supply chain relationships.” – Chris Toth, National Sales Manager in New Residential Construction, Progressive Foam

Goals moving forward

Progressive Foam plans to continue using HomeSphere-IQ Emerge to:

- Gauge the best markets to target
- Work with the supply chain to help establish brand awareness
- Engage with new builder customers to grow loyalty and provide additional useful products