In 1919, following a spectacular invention of the world’s first wall plug, a band was established to ultimately become synonymous with professional fixings. Riding the wave of the great market success, Rawlplug embarked on a journey the world would never forget along with the Rawlplug Travelling Showroom enabling customers to experience the genuine inventiveness and reliability of their products. Today, 100 years later, the time has come to set off on another tour with RawlTruck. But the history has not come full circle, as we are rather witnessing a continuation that combines the heritage of the past with the needs of the future. Where are we meeting today?

RawlTruck has just set off on a Eurotrip.

Always close to customers
Business conditions and capabilities have been changing over the last century, in a both evolutionary and revolutionary manner, but the foundation of Rawlplug’s attitude towards customers has remained unaltered: help them on the spot, both at the designer’s table and the construction site. Listen to them and discuss their needs. Provoke them to improvement and development. Consult challenges and inspire each other. Deliver state-of-the-art solutions they can trust. And stay close to them whenever they need it.

It was nearly 100 years ago that the brand’s mobile display vehicles known as Rawlplug Travelling Showrooms hit the road, and the world went crazy about them, because not only did they enable people to experience the revolution in the then marketing, but also witness a completely novel approach to direct sales. The vehicles that took several months long trips to all corners of the world, from Sweden to Australia, made a sensation in each market where they appeared. Never before, and not only in the construction sector, had the potential customers encountered such a unique form of commodity promotion combined with the opportunity to use the products in practice. In a tailored van, customers could become familiar with the full portfolio of fixings as well as product data-
sheets, use individual items on site, thus learning about their applications and installation methods, as well as speak to the brand’s experts, hoping for some individual consultations. Rawlplug had found yet another way to get even closer to their customers. “I’m amazed by the Rawlplug history. What I find particularly unique about it is that, facing the reality changing over the years, and sometimes changing aggressively, the brand always developed by relying on best practices and solid values that have stood the test of time and are still sustained,” says one of the contemporary customers participating in Rawlplug’s big comeback to the international tour. Ladies and gentlemen, we give you RawlTruck.

All the way to the destination
The destination being knowledge, skills and competencies. It all serves the purpose of the right product choice and the service that goes along with it. And consequently, it is assumed to give you the certainty of quality, reliability and durability. This is exactly why Rawlplug’s mobile education and training centre known as RawlTruck has just hit Europe’s roads. From now on, the customers from such countries as France, Poland, the United Kingdom, Sweden, Finland, Hungary, Czechia, Slovakia, Ireland or Lithuania have an opportunity to learn more about and experience in practice the brand’s comprehensive portfolio of products, services and training courses. In the year 2019 alone, RawlTruck will travel nearly 30,000 km to reach the biggest construction industry shows, events and open days, to arrive at the brand’s best partners and be used in meetings with customers, business talks, expert consultations, presentations of production processes, demonstrations and tests under real-life use conditions of products representing all categories, workshops concerning the right use of Rawlplug’s technical services, dedicated product-specific training courses, both traditional and on-line, presentation of how to use the point-of-sale product display system most effectively or an opportunity to get the latest publications and business support tools as well as bespoke technical support and sales assistance. It will allow customers to enter Rawlplug’s reality and to merge it with that of their own at one place and time. So come inside.

Step by step
STEP ONE. Everything started more than 100 years ago. It is the history that welcomes you as you begin your tour over RawlTruck. Who was John Joseph Rawlings? Why is Rawlplug said to have been second to none in the world? How was efficient fixing taught in the past? What was meant by a service that began on a drawing board? How did Rawlplug proceed with its international expansion? What was Rawlplug’s first commercial produced in 1924 about? What were Rawlplug Travelling Showrooms like? You can travel back in time in RawlTruck’s history zone where – by browsing through and read-
ing the Rawlplug Anniversary Book – you are taken by the brand to the most fascinating and momentous events in its history.

STEP TWO. Mechanical anchors, bonded anchors, power tool accessories, manual and direct fastening systems, facade insulation and roofing insulation fixings, foams, sealants, the passive fire protection system, adhesives, staplers and lightweight fixings. What Rawlplug has in store for the customers is a presentation of its comprehensive product portfolio in a convenient and innovative format. The touch screens embedded in display panels allow you to quickly browse through the product categories of choice, and having chosen individual products – to access a full range of information about technical parameters, use properties, potential applications or installation methods. “Most importantly, there are cabinets underneath the panel holding product cases dedicated to market hits of the given category, combined with a full portfolio of accessories making it possible to get to know them in a complete full-system package,” comments Karol Szczuka, Brand Manager, supervising the development of Rawlplug’s product categories.

STEP THREE. It’s time for services complementing the products, covering the wide array of technical support and designers’ tools. Over a year, Rawlplug processes more than 1,500 technical enquiries, registers several hundred new users of their applications, and performs hundreds of on-site strength tests, while RawlTruck enables them to demonstrate the full spectrum of capabilities in this respect. Rawlplug Technical Helpdesk, BIM Rawlplug, EasyFix, On-site Technical Advisory, Product Selector or Rawlplug Technical Library form an integrated support package dedicated to architects, engineers, designers and contractors. Thanks to the dedicated application, you can find out what their main advantages are, how to get free access to them, and send some additional materials, such as information brochures, reports, user manuals or useful links, to your e-mail address. What you can also do on the spot is test the applications intended for fixing design calculations or for downloading of photographs, models and technical drawings ready to be used in the BIM and CAD environment.

STEP FOUR. One of Rawlplug’s most spectacular services is the high-performance point-of-sale product display system. Many competitors have used long years trying to come near the level of quality of Rawlplug’s product display accessories, containers and labels, altogether forming an integrated system intended not only to present products in an effective and efficient way, but also to educate customers and support them in making informed product choices. You come across the POS system as you climb the stairs to RawlTruck’s upper level.
STEP FIVE. Next to products and services, training is the third pillar of Rawlplug’s comprehensive offering. Training courses are delivered under the Rawlplug Academy scheme, being a signature development programme for Rawlplug’s customers. Meeting on board of RawlTruck is a great opportunity to experience this market innovation live. This is how Marcin Gorzala, Rawlplug Academy Manager, recommends it: “The training zone allows you to become familiar with the advantages offered by the e-learning platform and to find out how it works, where you can find training courses on individual subjects, delivered on different levels of specialisation, and how to sign up for a classroom workshop.” In a small group of no more than a dozen or so persons, a certified Rawlplug Trainer will brief you on the chosen subject. It is also a unique opportunity to exchange experience with other specialists from the sector and to extend the scope of know-how and competencies acquired to date.

It is a journey full of new sensations, new knowledge, useful information, best practices and professional inspirations. On top of that, you will experience a breath-taking overview of reference sites erected using the brand’s products as well as its latest image-building videos. It’s worth taking a while to stop and see for yourself Rawlplug’s historic achievements, only to gather energy and make another step in experiencing the abundance of RawlTruck’s attractions. Let’s go outside.

Go on and try it
What awaits you outside is concrete, solid brick, aerated concrete, hollow brick, along with Rawlplug’s highly specialised products and tools. It’s time to test: installation simplicity, fixing comfort, safety of use, and infallibility of technical parameters. It’s time to have great fun trying out the brand’s products under conditions corresponding to their real-life application. In RawlTruck’s hands-on testing zone, you can see for yourself that the brand truly delivers state-of-the-art solutions you can trust.

In a swell company
RawlTruck welcomes customers with unique product presentations and advanced applications, incredible stories and once-in-a-lifetime experiences. But first and foremost, what awaits you is a team of specialists ready to talk about any construction industry related subject, provide you with professional advisory, join discussions among experts, and deliver details of all the items offered. They are sales team representatives, engineers and technical service personnel, product trainers and product category managers. They build a team that knows and understands the customers’ needs. They are always close when you need them. Go out and meet them in RawlTruck.

rawlplug.com/rawltruck