



Your multi channel solution



www.barbourproductsearch.info



Insight

Learn about your audience



Showcase

Be found by the right audience



Engage

Meet the right audience



Communicate

Reach the right audience



Get in contact

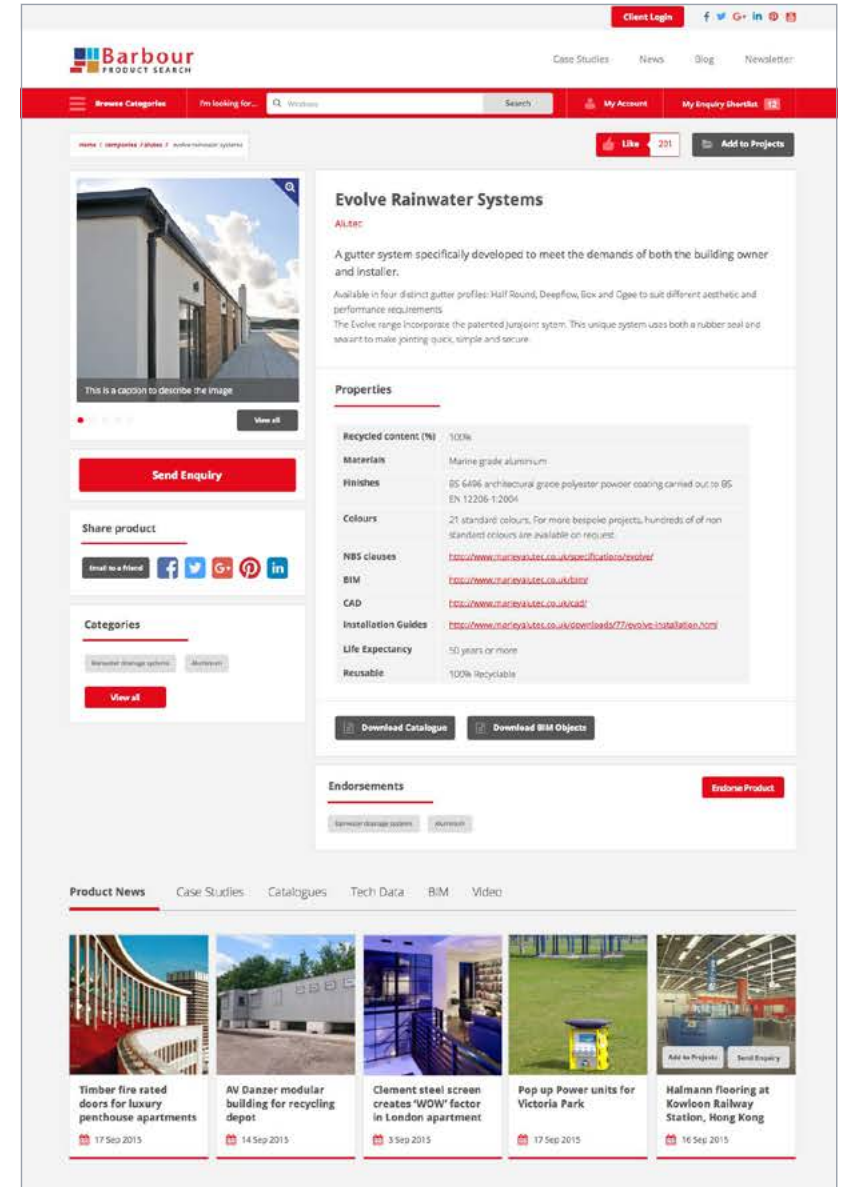
Showcase

Find the right audience

You know who you are and what your company manufactures, but does the specification audience? Tell us everything there is to know and we can start building your profile straight away.

Give us a full description about your company and products, your logo, images, case studies, product news – whatever content you've got, we can feature it on Barbour Product Search.

Then it's over to our audience to find you. We encourage them to engage with and share your content via a host of interactive features such as social sharing, endorsing products, adding product information to project boards and liking content.



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We all know that specification has changed. Back in the day, pretty much all you needed to do was advertise in the Big Red book and every architect knew about you.

Now clients, consultants and contractors are playing a far greater role in procurement – how do you know if you are reaching the full chain?

That's where we come in – we have a unique route into this market through Barbour Product Search as well as our high profile partnership with sister brand Barbour ABI. We also work closely with other select partners to further increase your brand awareness with specifiers.

Through newsletters, blogs, linking with live projects, social media, third party email broadcasts and content syndication, we can promote your company and products to the widest audience available.

16 Dec 2016 f t G+ in p

Barbour
PRODUCT SEARCH

Dazzling landmark façades, draught-free entrances, balustrades and more Latest News

Designing for impact, day and night

The Victoria shopping centre, Nottingham needed a dynamic, new look and feel to help it attract more customers. Maximising natural light in the centre during the day, and making it a vibrant landmark at night, Dargalion BPC polycarbonate cladding was used for a stunning new facade.

[Read more](#)

Latest Blog Articles

- Twitter Chat: Using CPD to build relationships with specifiers >
- Developing CPD Content: A guide for building product manufacturers >
- Interior Trends: Reclaimed Timber >
- Is digital fabrication the future? >
- Dumb materials, smart applications >

Quick Links

- Latest case studies >
- Latest blog articles >
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Canal steel balustrades

A popular choice of balustrade material today is steel. Due to its versatile nature, it can be fabricated into a range of modern contemporary designs.

Bespoke Pineapple products for hostel

Bespoke Hamble cabinets from Pineapple Contracts were specified for temporary housing project, Euxine Housing in South London.

Draught-free hospital entrance

An automatic revolving door with a unique air curtain system from ASSA ABLOY Entrance Systems was installed at Västervik Hospital in the Netherlands.

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34,000

Unique users on Barbour Product Search each month

145,000

Page views on Barbour Product Search each month

27,000

Barbour Product Search newsletter subscribers

21,000

Ever increasing number of social media followers

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Building your brand profile is all well and good. But sometimes, having a face to face conversation with someone who could specify your products in the future creates a level of mutual understanding and connection that you can't achieve elsewhere.

Our network of events have been designed to inspire and inform specifiers and give a platform to manufacturers to present real-life examples of their product use stories to drive innovation and collaboration, and, ultimately build relationships that deliver ongoing ROI.



Since we've featured on Barbour Product Search we've had plenty of enquiries and I've been very happy with the quality of the leads received. The editorial team are extremely supportive and proactively drive specifiers to our company and products through newsletters and social media promotion, helping to increase our brand awareness. Thanks for the great work!

James Westaway, Polyroof Products Ltd



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Marketer's budgets are being stretched more than ever. We understand that. At least you can be confident that you can measure your return on investment with us.

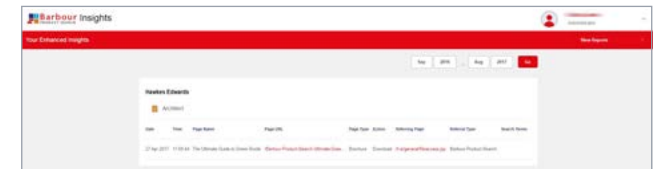
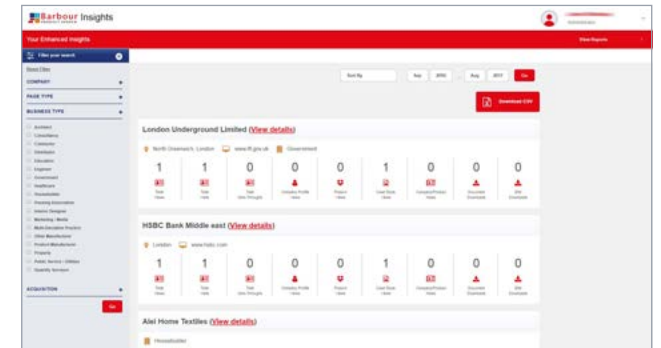
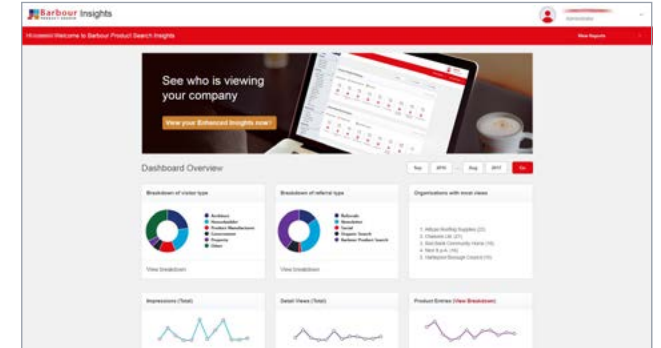
You can monitor which specifiers are engaging with your company and products – what are they looking at? And, sometimes, more importantly, what aren't they looking at? Watch how they interact with your content so you can do more of what is working.

You can also analyse visitor numbers by impressions, views and downloads, and track the enquiries that you receive.

We also offer insight into the broader construction marketplace through access to our suite of reports, including the monthly Economic & Construction Market Review, written by Michael Dall, lead economist at sister company Barbour ABI.



Michael Dall
Lead Economist



Barbour Product Search's new Insights tool provides a detailed and manageable system of analytics that allows my work as Head of Marketing to be made quicker and easier. Detailed information about specifiers and the ability to follow up on leads has increased, and offers a higher level of intelligence than before.

Stewart Plant, Head of Marketing
(CLD Fencing Systems)



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Find out more about Barbour Product Search

You can contact us:



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ask for Barbour Product Search



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Join the wide range of manufacturers who rely on Barbour Product Search, including:



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