

DOES YOUR PRODUCT HAVE THE TICK OF APPROVAL?



**Master
Plumbers**
Recommends

The Master Plumbers Recommends tick is your assurance that a product meets the highest standards of functionality, design and performance.

tickofapproval.co.nz



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WHAT THE TICK MEANS:

1. THE PRODUCT HAS DONE ITS TIME

The product has been put to the test by our panel. We've thoroughly assessed all aspects of the product. It's ticked all the boxes, achieving the status of Master Plumbers Recommends.

2. PARTS ARE EASY TO GET

Even the best products need new parts now and then. When consumers buy a Master Plumbers approved product, they can be sure that off-the-shelf replacement parts are readily available.

3. IT'S AN EASY FIT

Every Master Plumber appreciates a product that's made for New Zealand conditions. It should be simple and stress-free to install. That's a bonus for the consumer as well. They know it will do the job right — and less time spent installing means less money spent.

4. IT'S GOT THE LOOK

When it comes to the bathroom, kitchen and laundry, design matters. With a Master Plumbers Recommends product, consumers get style and functionality.

5. IT'S GUARANTEED

The product comes with a maker's warranty, giving consumers added reassurance.

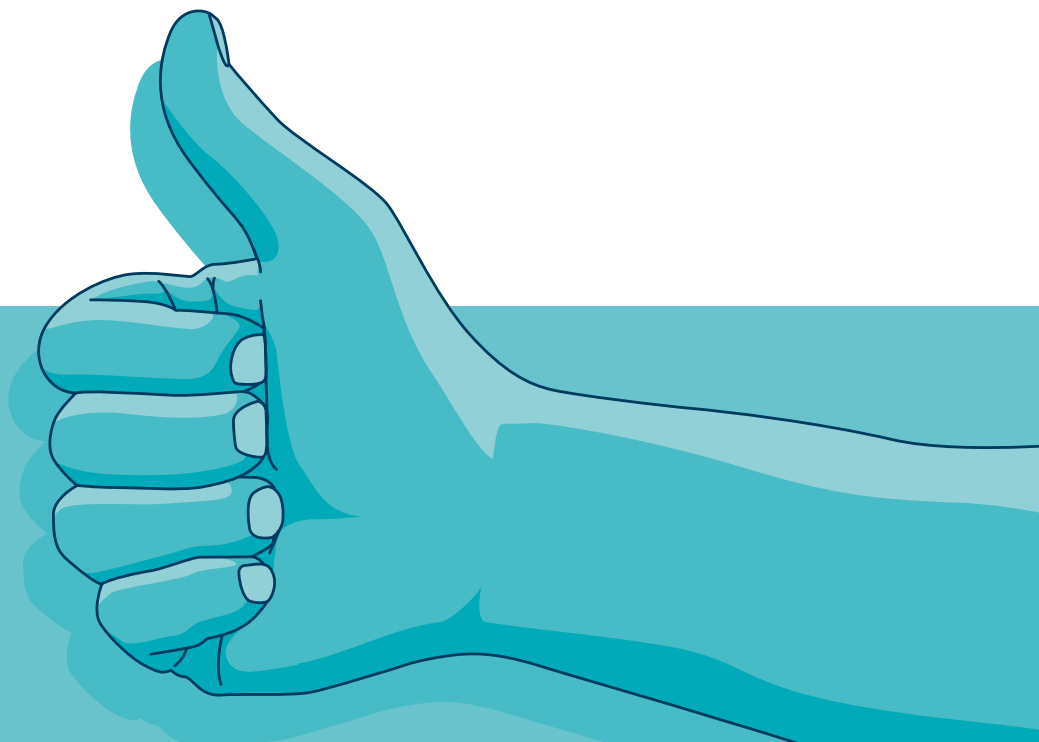
BENEFITS OF THE TICK:

The Master Plumbers tick of approval provides consumers with added assurance that your product stands above others in the marketplace.

Show customers that your products are functional, durable, well designed and easy to install by displaying the Master Plumbers Recommends logo.

Master Plumbers is focused on building trust among consumers—trust that a Master Plumber will always provide excellent service, using high quality products.

This trust cultivates a natural alignment with our Partners' commitment to providing Kiwis with products developed for optimum functionality, performance and design.



PROMOTION

NZ Plumber is the award-winning, bi-monthly magazine for New Zealand's plumbers, gasfitters and drainlayers.

Certifying Plumbers, Gasfitters and Drainlayers receive six print issues each year, and it is also available to read online at www.nzplumber.nz



The graphic features a dark blue background with a white and teal 'Master Plumbers Recommends' logo. The text 'LOOK OUT FOR THE TICK OF APPROVAL' is written in large, white, bold, sans-serif capital letters. Below the logo, there is a small paragraph of text: 'The Master Plumbers Recommends Tick is your assurance that a product meets the highest standards of functionality, design and performance.'

We put each and every Master Plumbers Recommends plumbing product to the test, assessing all aspects, such as ensuring replacement parts are readily accessible, they're easy to install and they look great. Of course it goes without saying that they also come with a solid manufacturer's guarantee. Once it ticks all those boxes, it gets our tick of approval.



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CAMPAIGN

To kickstart Master Plumbers Recommends, the campaign appeared in Resene's Habitat Magazine (Issues 28 & 29). Circulation reaches upwards of 360,000, with 230,000 eLetters and 24,000 visitors to their website each month. In 2019-2020 we will be investing heavily in promoting Master Plumbers Recommends in print, online and on radio.



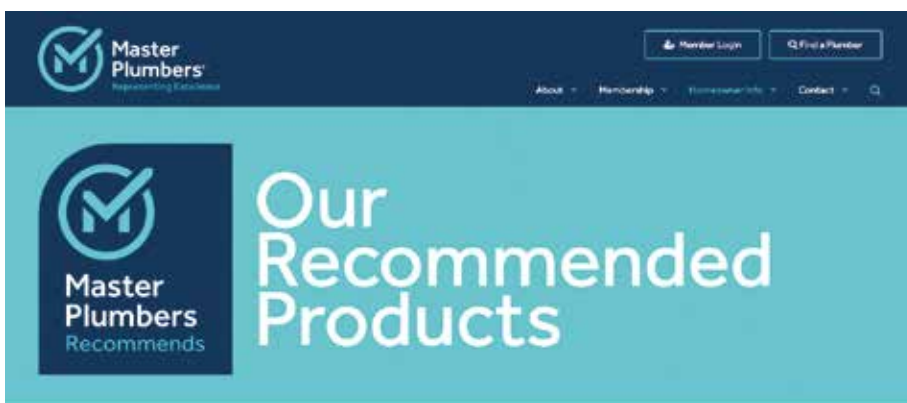
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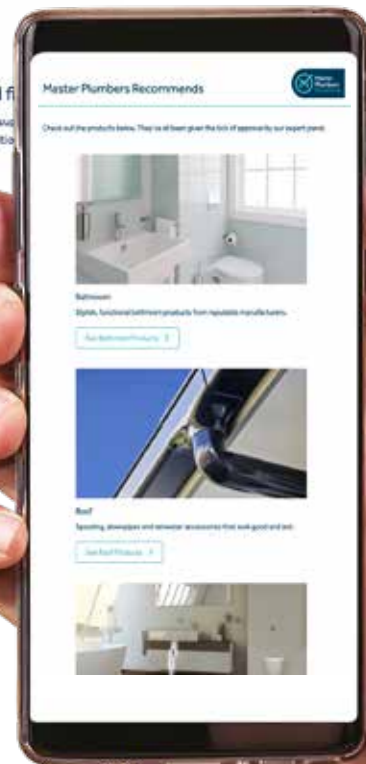
Your products can be found on the Master Plumbers website by visiting tickofapproval.co.nz or by going to the Master Plumbers homepage, Homeowner Info then Recommended Products.



- 1 They're built to last**
Products are durable and come with a manufacturer's guarantee.
- 2 Parts are easy to get**
Off-the-shelf replacement parts are readily available.
- 3 They're a good fit**
Products are from reputable NZ suppliers designed to suit NZ conditions.

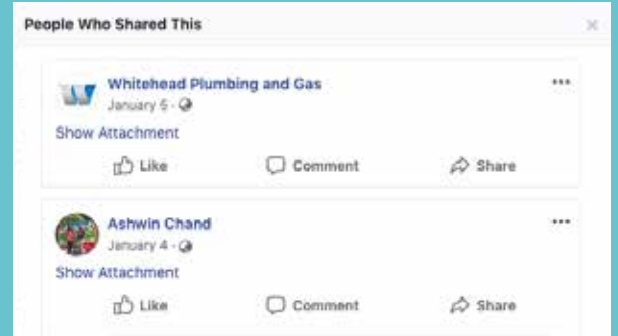
Master Plumbers Recommends

Check out the products below. They've all been given the tick of approval by our expert panel.



PROMOTE YOUR RECOMMENDED PRODUCTS ON FACEBOOK!

Master Plumbers has a Facebook following of approximately 2,500 people who are engaged in the plumbing industry.



GET STARTED

To learn more about Master Plumbers
Recommends:

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