

Case Study - Grass Concrete



Grass Concrete Ltd was founded on principles of establishing environmental awareness in construction. The company has a strong commitment to the use of recycled materials to produce a range of cellular grassed paving systems in concrete or plastic.

The world-renowned Grasscrete system is in use in the grounds of various hospitals, roadside lay-bys and as far afield as a river bank in the New Territories of Hong Kong. The International Blast! service appealed to Grass Concrete as they wanted to support global licensees as well as test new markets for business potential.



The Challenge

- Win new business in non-English markets
- Generate awareness of the Grasscrete product in 10 foreign markets
- Improve website accessibility and international exposure
- Generate web traffic

The Solution

- Wéb-Tränslatiôns' International Blast! service to test new markets
- Link building and multilingual SEO to gain traffic
- An international microsite built from Grass Concrete's English website

The Results

- 25% increase in traffic to approximately 4000 visitors per month
- Growth in export sales
- Sales leads generated for global licensees