

EZYFLOOR®

Marketing

Australia's Leading One Piece Caravan & RV Flooring Solution

EzyFloor® is the first and leading one piece floor that has changed the way caravans and motor homes are built in Australia. Not only does EzyFloor® reduce installation times, minimise costs and improve the reliability of caravan and RV flooring, it is now an established brand that your customers are asking for. And no wonder, with an extensive advertising and promotional program that has really captured the attention of the caravan and RV buying public.

Marketing That Works For You

Consumer Website



Consumers go to www.ezyfloor.com.au to discover the EzyFloor® difference and find out which leading caravan and RV manufacturers are using EzyFloor® to ensure their products are the best.

Caravan and Camping Magazines



Advertising EzyFloor® to consumers in the market for Australia's leading caravans and RV's captures their attention and interest.

Online Marketing



Our ongoing Google AdWords text and display ad campaign means that when your customers are online, they will be exposed to the benefits of EzyFloor® – no squeaking, sagging, vinyl lifting or rot.

Official Supershow Partner



Worthington Caravan & RV was an official partner of the 2015 Victorian Caravan Camping & Touring Supershow. This fantastic brand exposure further supports our drive to work for you.

YouTube



Our YouTube channel shows videos on how EzyFloor® is installed – saving time and money for every discerning manufacturer.

Promotional Flyers



With dedicated promotional flyers for all our customers, EzyFloor® is well supported at manufacturer and distributor levels.



Be Sure, Insist On EzyFloor®

For more information about EzyFloor® or Worthington Caravan & RV contact us today:

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