

Press Release

Electricians have the chance to laugh thanks to “52 Weeks of Alco”

Everyone knows the challenges of the last 12 months. Combine this with the challenge of how you get installers to choose a specific brand of Cable Ties, Lugs and Links, Cable Glands and Accessories and other Installation Materials.

Queue the launch of a 52-episode series of “Russ the Sparky” being distributed over Social Media during 2021 by Alco – used by Sparkies every day.

The series follows the life, times, and experiences of the hapless Russ as he tries to navigate his way through the day to day challenges of being a Sparky.

We find Russ trying to manage his Apprentice, his personal life, the challenges of technology, organization, staying up to date with products, all while trying to work with other trades he comes up against.

The 52 Weeks of Alco campaign also has a focus for Electrical Wholesale branches. Every week, every branch will see supporting material to help them support their Electrician customers in selecting and buying Alco products.

The Market leading Range of Alco Products ensure that Wholesale Branches have what Electricians need every day, and, with a continued flow of New Products, means that there is always something to offer to their Customers.

The easiest way to stay up to date with “Russ the Sparky” is to follow Alco on Instagram, Facebook, or You Tube

