

Did you know: Construction workers account for a 44% of all deaths caused by exposure to UV rays at work.

As the UK's market leading roof system manufacturer we take our role as the authority voice of roofing seriously. Not only are we driven to deliver the best products and services to the industry, we also take the safety of construction workers pretty seriously too.

Our Safe in the Sun campaign has been running for 13 years and continues to grow momentum. In 2017 we had our most successful campaign results to date with the highest engagement levels and most amount of leads generated.

23% response rate

£14.74 ROI

Engaged with over 1100 contractors

Social Media Coverage

The collage features several social media posts and images. On the left, a vertical stack of tweets from MarleyEternit provides safety tips: 'Check your skin regularly for new or changing moles', 'Look out for our top tips to keeping safe in the sun this summer', 'Opt for tightly woven fabrics to form a barrier to the sun's harmful rays', and a photo of the team. In the center, a tweet from MarleyEternit says 'Use sunscreen with a min. SPF of 15 and re-apply regularly'. To the right, a tweet from Contour Roofing mentions the campaign. Below these are images of a white mug with a red logo and a white wristband with a red logo. At the bottom, a tweet from Specification Online shows a construction worker on a roof.