



BROADWAY MECHANICAL-CONTRACTORS, INC.

Mechanical Solutions that last Generations

Broadway Mechanical Updates Its Corporate Identity with New Logo and Website

Oakland, CA (August 8, 2012) – Broadway Mechanical-Contractors, Inc. (BMC) has proudly announced today it's unveiling of a new website and logo as part of its comprehensive re-branding effort.

In order to renew the company's position as one of the Bay Area's leading mechanical contractors, fourth-generation owners Fred and Ken Nurisso and their team have re-branded the company with an updated logo, new company tagline and brand new website. While the core values of Broadway Mechanical will not change, the face of the company will be revived, modernized and made more visible within the community. As part of the re-brand, sales/marketing materials have also been changed, and the company has also developed an aggressive plan to raise its level of awareness through public relations.

"Over the past few years when the market was down, BMC was able to maintain a consistent level of volume by diversifying and expanding our market offerings, leading to a diversity of new projects, new partners, and larger, more powerful new developers. During this time we've also seen a number of changes in-house, with new personnel, new roles, and a new shared vision from management. As we continue to invest in our company to bring BMC into the future, we felt that now was an appropriate time to update our logo to better reflect these new changes to our company," states Ken Nurisso, Executive Vice President.

The new company website offers information on BMC's various service offerings and highlights the company's past projects, focusing on the various markets it serves while demonstrating the company's ability to design and construct complex plumbing, piping, and HVAC systems for its clients.

In addition to the new website, BMC has also committed to strengthening its presence on social media outlets such as LinkedIn, Twitter and Facebook. BMC now has company pages on all three social media sites. BMC will be using these pages as additional outlets to share news about the company and make announcements to its employees and the general public.

About Broadway Mechanical-Contractors, Inc.

Broadway Mechanical-Contractors, Inc. (BMC) is a fourth generation, full service mechanical contractor that provides union craft Plumbing, HVAC, Systems Engineering and Detailing for large commercial construction projects in the San Francisco Bay Area and the greater Northern California Region.

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