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## **C&L WARD ANNOUNCES REBRANDING OF COMPANY**

*New Website and Toll Free Number Launch as Part of Rebrand*

**MARCH 3, 2014 (Davison, MI)** – *Open Your Door to a Job Well Done*; A tagline that will now be seen throughout all of C&L Ward’s branding. As part of the rebranding, which launches today, the company has announced a new website [www.goclward.com](http://www.goclward.com) and a new toll-free number, 800-Go-CLWard (800-462-9527). The last time the company rebranded was in 2006.

“The logo was really window centric,” stated Michelle Shook, C&L Ward’s Vice President of Marketing & Communications, “[Andersen] Windows are our core product but over the past 5 or 6 years, our product mix has diversified into roofing, siding, attic insulation, decking and entry and interior doors and so much more. The new logo, a popular retro badge style, encompasses the entire home and has a hometown service feel, which is what we are known for. The tagline invites consumers to open their door to experience the C&L Ward Difference; A promise of quality craftsmanship, the best products in the market and our unsurpassed service.” Shook went on to say, “We also needed to streamline our messaging with one URL and toll free number. The rebrand, the new website URL and toll free number allow us to do that. It makes it easy for the consumer to remember us by name and to take action.”

Teasers to the new identity launched throughout middle and southeast Michigan on February 17<sup>th</sup> with a simple message - *Open Your Door ~ March 3*, and now reveal that they are part of the company’s new tagline -*Open Your Door to a Job Well Done*. A two week “reveal” advertising campaign starts today showcasing the new logo, tagline as well as the new look and feel to their company. The company is also mirroring the launch with the biggest roofing and siding sale it’s ever offered. They are offering “25% off any Roofing and/or Siding Project” with a subsequent offer on Andersen brand windows which is “Buy 3, Get 1 Free” on all Andersen windows.

A new, responsive and optimized website has been in process since last year. Company officials took advantage of the rebranding to introduce the new site, as well. “Our site, clwardbros.com, was launched in 2006, which in regular years doesn’t seem like a dated site, but in website years, it is ancient,” said Pat Ward, President of C&L Ward. “Launching a new site in a new format lets us take advantage of some of the amazing new technology out there. We have more that we will be introducing into our site in the months to come, which is very exciting for us and our customers.”

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## **ABOUT C & L WARD**

Family owned C&L Ward, Michigan's top choice for quality home improvement products and services, was founded in 1972. They have three interactive showroom locations in Flint (Davison), Metro Detroit and The Great Lakes Bay Region (Kawkawlin) and service those areas and the Greater Lansing area, as well. In addition, they are nationally recognized as one of the nation's top 70 replacement remodelers, Michigan's largest Andersen Window and Door dealer and a Platinum Preferred Contractor by the Owens Corning Corporation for roofing and attic insulation. For more information or to schedule a free in-home quote on replacement products, contact them at [www.goclward.com](http://www.goclward.com) or 800-Go-CLWard. Find them socially on Facebook, You Tube, Twitter and Pinterest. #CLWard #GoCLWard #OpenYourDoor

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