

news release

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Armistead Mechanical Updates Corporate Identity with New Logo and Website

Waldwick, NJ — Armistead Mechanical, Inc., a fourth-generation mechanical contracting and engineering firm with offices in Waldwick, NJ and Newburgh, NY, proudly introduces its new website and logo as part of its ongoing comprehensive corporate re-branding effort.

In order to renew the company's position as both an industry leader and engineering visionary, Robert T. Armistead, P.E., President of Armistead Mechanical, and his team are re-branding the company with a new logo, company tagline and brand new website. They hired Turchette Advertising, one of New Jersey's most respected advertising agencies, to guide the company through the exciting process. While the core values of Armistead Mechanical will not change, the face of the company will be refined, refreshed and made more visible.

"Serving as National President for the Mechanical Contractors Association of America (MCAA), I have gained new perspective on the world of mechanical contracting. I see now that because the industry is ever-changing, Armistead must evolve as well in order to remain prosperous in the coming years," said Armistead. "Our new corporate identity is one that highlights our commitment to sustainability, innovation, safety and customer service."

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We are confident that this new direction will accentuate our company's strengths and bolster Armistead's role as a major contributor to mechanical contracting and engineering industries."

The new company website, launched just today, offers information on Armistead's innovative services and also highlights projects in a variety of sectors, demonstrating the company's vast understanding of operating systems and applications specific to diverse markets as well as the regulations and challenges they present. Also featured is a Resource Center, where visitors can download literature and submittal information or learn about the process of selecting a mechanical contractor, the importance of sustainable building practices, or even the status of energy efficiency legislation.

The new corporate logo features a blue and grey color scheme with a contemporary, vertical motion feel. It is a bold departure from the company's previous logo and signifies Armistead's growth and stability in the mechanical contracting industry. The new logo is also accompanied by a new tagline, "Simply higher standards", which communicates Armistead's mission to consistently exceed customers' expectations.

As part of the re-brand, sales/marketing materials will also be changed, and the company has also developed an aggressive plan to raise its level of awareness through public relations.

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About Armistead Mechanical, Inc.

For more than 90 years the Armistead family has been providing mechanical construction and contracting services to industrial and commercial clients throughout the New Jersey/New York area. As one of the largest employers of plumbers and pipe fitters in our region, our expertise lies in industrial/process piping, fabrication and installation, plumbing, HVAC design/installation, temperature controls, and preventive maintenance services for projects of all sizes. We continue to be selected as a preferred mechanical contractor on many of the region's major industrial and commercial projects.

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