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Slack & Co.'s New Communications Strategy Promotes Awareness and Tackles Industry Issues

Houston, TX—This month, Slack & Co. Contracting, Inc. rolls out the first in a new series of direct mailers and print ads intended to spark industry discussion. The new campaign communicates Slack & Co.'s brand promises with the goal of building awareness among clients and prospects. The campaign also addresses key industry issues including the potential pitfalls associated with choosing subcontractors based solely on price.

The communications campaign features members of the Slack & Co. team, connecting company promises to the people who actually deliver on those promises in their daily work. Direct mail pieces and ads are the vehicles used to take messages directly to clients, while links included in the mail pieces and ads then direct recipients to view a white paper and blog entry. In coming months, an online video that delves deeper into various topics will be added to the mix.

"What we do and the promises we make our clients are personal. Companies work with one another, but the real work happens when people work with people, and make personal commitments to deliver," Jim Slack says. "We're also addressing some industry issues in the messaging because we want clients to see that Slack & Co. is dealing with the same tough issues they are, without compromising our commitment to integrity, excellence, safety and teamwork."

Jim hopes that through the use of new media platforms, the campaign will inspire serious discussion in cyberspace, promote action and prompt change in the industry.

The first mailer in the series and related linked material poses the question, "Can you afford the lowest bid?" Using the company Web site and a linked blog, which is open for viewer comments, as a space to post a white paper on this topic, Jim brings to light the harm that comes to clients, owners and subcontractors if work is awarded based on price comparisons only. In particular, Jim believes this can lead to sacrificed quality, lost time and increased costs for the owner, as well as all other team members involved. Read more and join in the conversation by visiting www.slackandco.wordpress.com.

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