

Press Release

FOR IMMEDIATE RELEASE
ISSUED JULY 7, 2011
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Business Growth Services Chooses Wavelength As Agency of Record

Management Advisory Group Selects Wavelength to Create Brand

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), was recently selected as the agency of record for Easton, Pennsylvania-based Business Growth Services, LLC.

Business Growth Services, LLC is a professional management advisory group that helps small and medium sized businesses – particularly manufacturers – achieve long-term, sustainable growth by providing fully integrated strategic solutions.

Wavelength was selected to create the brand and logo for Business Growth Services, as well as the company's core marketing program, including its website. According to president Ryan Burns, Wavelength was chosen, in part, due to its structured, strategic process to guide business principals through the logo and brand development process, such as the agency has for clients Applied Educational Systems, and Tybec Energy.

Another key factor in Business Growth Services choice in turning to Wavelength for marketing support was the agency's position as a consultant in good standing with MANTEC. MANTEC is an affiliate of the Manufacturing Extension Partnership (MEP), a program of the Commerce Department's National Institute of Standards and Technology. The MEP is a nationwide network of centers helping U.S. manufacturers improve their performance and become more competitive. MANTEC's President

and CEO John Lloyd has reported that in 2010, MANTEC clients experienced a bottom line impact of 30% above the value of the consulting services provided by Wavelength B2B.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.