

Press Release

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ADDITIONAL INFORMATION:
Jennifer Peterson
717-823-6939
Fax 717-431-9683
jennifer@wavelengthb2b.com

Hi-Tech Concrete Coatings ENGAGES WAVELENGTH B2B AS AGENCY OF RECORD

*Agency Selected to Develop Industrial, Commercial Marketing Program to launch
URETEK Northeast Division*

LANCASTER, PA –[Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), was recently selected by Hi-Tech Concrete Coatings as its agency of record. Wavelength will develop the company's strategic program to launch a new division, URETEK ICR Northeast. This will expand services to niche, targeted industrial and commercial markets within the U.S. Northeast region.

URETEK ICR Northeast provides urethane injection services for industrial, commercial, and residential applications where infrastructure rehabilitation and soil stabilization are critical. URETEK ICR Northeast is an affiliate of Finland-based URETEK Worldwide, which, in partnership with Bayer Material Science, developed a patented, high-density polymer, which increases the load-capacity of weak base with a "no disruption" and "zero excavation" patented process.

Wavelength's initial support will include the development of a lead cultivation and conversion program for targeted industrial and commercial customers. This will focus on positioning the expertise of URETEK ICR Northeast through the use of direct methods including events and online campaign strategies which will be designed to best support the sales team. Additionally, Wavelength will develop a URETEK ICR Northeast web presence, and a content and public relations program, which will include whitepaper and case study development, social and search best practices, and proactive media relations.

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.