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**SUCCESSFUL BRANDING STRATEGIES FOR DISTRIBUTORS OUTLINED IN
ARTICLE NOW AVAILABLE FROM ACCOUNTABILITY**

PALATINE, IL – A recently published article that describes proven marketing strategies designed to help distributors enhance and reinforce their brand, is now available from Accountability Information Management Inc., Palatine, Ill.

“While quality manufacturer brands help bring business to distributors, the distributor’s own brand is probably more important,” states article author Jim Nowakowski, president of Accountability. “Unless distributors realize that, and then learn about the true meaning of making manufacturer brands work to support their own brands, there’s trouble ahead.”

The reprinted article, titled “Your Very Own Brand,” offers steps to successfully distinguishing a distributor from its competition and includes tips on how to educate customers, use project photos to generate customer interest, and identify numerous branding opportunities.

“Your markets are changing almost daily. To compete successfully, you must create a brand that is recognized, trusted and means quality to your contractor customers,” Nowakowski explains. “Your customers remain loyal to you...because you behave the way they want, expect and count on. It’s the company they buy — not the product.”

For a copy of the distributing branding article, contact: Interline Creative Group, Inc., 553 N. North Court, Suite 160, Palatine, IL 60067. Phone: 847.358.4848. FAX: 847.358.8089. E-mail: leads@interlinegroup.com. To view or request additional Accountability articles and white papers, visit the company’s website at: www.a-i-m.com.

ACCOUNTABILITY INFORMATION MANAGEMENT INC., located in Palatine, Illinois, is a marketing research and marketing communications company with extensive knowledge in branding strategies and print advertising behavior through database management and technologies. Clients of Accountability include magazine publishers, associations, and individual companies in the construction, automotive, fire protection and industrial markets.

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