

the design channel

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news release

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For Immediate Release

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ARAMARK's Facilities Management Group selects Channel to help launch new service.
Agency to create brand identity for facilities assessment and optimization service.

WASHINGTON, DC/BALTIMORE, MD, January 15, 2007 — The Channel team, a branding and integrated marketing communications company, has been tapped by ARAMARK to brand a new consultative service program that helps companies systematically assess and optimize their facility operations.

ARAMARK, a professional services firm located in Philadelphia, PA, specializes in facilities management, food service, work apparel, guest accommodations and maintenance/janitorial service. The company's Facilities Management Group serves over 20 industry sectors worldwide and currently has 1.8 million square feet of facilities under their management. The Group is now turning that expertise into proactive service to help companies understand their operational shortcomings and realize their full operating potential.

The contract, which begins immediately, will include developing a name and brand identity for the new service, as well as sales and marketing materials. The Channel team was awarded the project based on their proven ability to develop a strategic positioning that is unique, ownable and relevant to the audience. "Channel's process demonstrated a strong commitment to understanding our business, the competitive landscape, and our customers. We believe that understanding is essential to successfully marketing this new service," said Brian Weiss, Director of Marketing, Business & Industry Facilities Services.

With offices in Washington, DC and Baltimore, MD, the Channel team provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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