

the design channel

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news release

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For Immediate Release

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The Design Channel secures a new branding platform for safety management company.

Safeway Management Group brand re-emerges with updated look and feel

WASHINGTON, DC, March 15, 2010 – Safeway Management Group (SMG), a New York-based safety management company serving distribution and transportation businesses, will be implementing its marketing efforts going forward with a new brand look and feel created by The Design Channel, the agency announced today.

Centered around the theme, “Where Safety Works,” SMG’s website and collateral materials feature a visual approach with a more integrated presentation and a clearer focus on areas of SMG’s expertise than before. “SMG has a vital role in helping its clients improve employee safety and ensure the security of their product supplies,” says David Franek, president and creative director of The Design Channel. “We think this brand ‘blueprint’ can help the company communicate its services more effectively to prospects and customers.”

The work for SMG is grounded in information and perceptions gleaned from extensive interviews The Design Channel conducted with SMG customers and employees. Additional marketing materials and efforts are currently in discussion.

SMG offers a comprehensive array of programs designed to help distribution and transportation enterprises maintain quality standards, stay in compliance with government regulatory policy, and build and maintain a more safety-conscious workforce. Through these programs, SMG has helped domestic and international clients lower accident occurrences, insurance premiums, personnel turnover and operational costs.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.

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