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Centrim Electric Launches New Brand and New Website.

Centrim Electric is pleased to announce the unveiling of its new brand and new corporate website at www.centrimelectric.com. The brand and website was created by marketing firm, NET Marketing Consulting Group in Orlando, Florida. Justin DeLeo, Marketing Director of Centrim Electric, says the new brand and website positions the large electrical firm as the leader in Tri-State electrical contracting and consulting:

“We put a lot of thought into the new brand, from the colors to the images— everything was selected based on researching the market and our competitors. We studied what they were doing and set out to make it better. Our services are in a class all their own, so our brand and our new website had to reflect the same professionalism.”

A new logo was introduced and was accompanied by a complete package of printed materials, including business cards, letterhead, brochures, folders, and corporate prospectus. The most progressive feature of the new brand is the company’s sleek new website. According to DeLeo what makes it different from any other site is that it’s routinely optimized on a monthly basis with updates to site maps, key terms, blog posts, press releases. Communication with clients and potential clients is further enhanced with connectivity to the company’s new social media pages on Facebook and Twitter.



“The site is alive now... and can be updated in real time,” says DeLeo. “We wanted to provide on-demand information that our clients need while not only making the site visually beautiful, but also easily recognized by search engines for increased visibility and online sales opportunities.”

Centrim Electric provides premier electrical contracting and consulting services to the entire Tri-State Area: residential, commercial, and mixed-use projects. Enacting a revolutionary mix of value engineering, design-build expertise, Green sensitivity, and high-efficiency installation standards, the company has been successfully powering hundreds of projects for over 5 decades.

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