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A Sign of the Times

Changing corporate landscape brings works to rebrand specialist, Turman Commercial Painters

Livermore, CA – June 8, 2009 – The economy is changing the face of corporate America. Major banks have merged, retail outlets are being sold and familiar brands have disappeared – but these changes mean business for Turman Commercial Painters, a specialist in corporate rebranding. Turman Commercial Painters is a San Francisco Bay Area based commercial painting company, whose size and multistate capabilities have brought business from companies who want to alter the look of their multiple retail locations.

“When corporations merge, or when there is a buy-out, typically the first thing to change is the physical look of the stores, including building signage and the interior and exterior colors,” says Dave Theobald, President and CEO of Turman. Rebrand work requires specific capabilities that not everyone has. Often the work needs to be done quickly, as companies cannot afford to have stores in Southern California looking different from their stores in Seattle. “When Cingular merged with AT&T, we sent out our crew of painters across the Western States to complete 340 stores in less than 8 weeks,” says Theobald. Rebranding and retrofitting work (repainting an existing store) also frequently occurs across a wide geographic area – think Starbuck’s and you get the picture. It was the ability of Turman Commercial Painters along with its affiliates Washington Commercial Painters and Oregon Commercial Painters to provide “one stop shopping” for rebranding work in the West, including individual web pages with nightly updates and pictures of each location that impressed Reeves Knight Manager _____.

“Turman’s experience and capabilities made them a good choice to work with us on the Chase project, which was _____ stores. We wanted a company that could provide quality work in several states, efficiently and on-time, “ says _____, and they delivered.”

While commercial construction has slowed down in general - according to the American Institute of Architects nonresidential construction is forecast to decline in 2009 and in 2010 - the rebranding business has been brisk for Turman. “Our company has repainted over 1,500 retail stores in the last 18 months,” says Theobald. Those jobs included work on behalf of AT&T, Starbuck’s, CVS, Bank of America, US Bank, Target and Chase. “We are pleased to have the rebranding work in addition to our tenant improvement, multi-family and hospitality clients,” says Theobald. “Rebranding is challenging - it requires efficiency, quality and the ability to handle wide-spread geography, but that’s a challenge we are well suited to accomplish. “ According to retail industry sources, in addition to the multiple store closures announced in 2009, there are also over 3,500 new branches slated to open this year – a sign that, especially in these times, nothing is as constant as change. Change, if you are rebrand specialist, isn’t always a bad thing.

About Turman Commercial Painters

Turman Commercial Painters is a painting contractor based in the San Francisco Bay Area and with its affiliate companies, Washington Commercial Painters (www.wa-cp.com) and Oregon Commercial Painters (www.or-cp.com), provides commercial painting services across the West. Turman has 35 years of experience in rebranding, tenant improvements, multi-family, retail, hospitality and restoration work, and is committed to serving the needs of its clients with integrity, honesty and quality work. For additional information see www.turmaninc.com.