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NASSCO Gets a Face-Lift

New Web Site and Identity Modernize Trenchless Technology Pioneer

BALTIMORE, MD – February 6, 2008 – NASSCO, a non-profit organization dedicated to setting the standards for the rehabilitation of underground utilities, has a new web site showcasing its new look and feel.

“It was time,” said Irv Gemora, executive director of NASSCO. “We’re practicing what we preach – we’re committed to setting standards throughout our industry. We’re doing that now with all our marketing communication materials, giving us an identity that is fresh, professional and consistent.”

NASSCO hired New Phase Marketing, Inc., a strategic marketing communications agency located in Reston, Virginia, to conduct research, identify NASSCO’s unique brand, and bring that brand message to life through new advertising, interactive communications, public relations, and ongoing marketing support.

“We’ve moved to a more modern identity, while respecting the long history and goodwill NASSCO has earned over the years,” said Sheila Thomas, President, New Phase Marketing. “Our goal is to better communicate, through effective marketing communications, the key benefits NASSCO members receive, which include networking, education and training.”

The new web site, located at www.nassco.org, features an easy-to-navigate menu, free downloadable specifications and an interactive “Meet a New NASSCO Member” feature.

NASSCO’s new identity and web site was showcased at UCT 2008, Jan. 29-31 in Atlanta, Ga.

About NASSCO

NASSCO is dedicated to setting the industry standards for the rehabilitation of underground utilities through training, education and networking opportunities for the trenchless technology industry. Established more than thirty years ago as a not-for-profit trade association, NASSCO (National Association of Sewer Service Companies) represents contractors, manufacturers, suppliers, engineers and municipal workers. To learn more about NASSCO, visit www.nassco.org or call (410) 486-3500.

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