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Rhoads Industries Introduces New Corporate Brand and State-of-the-Art Website

Philadelphia, PA, May 16, 2017 – Rhoads Industries, Inc. ([Rhoads](#)), a strategic partner and total solution provider of industrial fabrication, installation and maintenance services and facilities, today formally introduced its new corporate brand and website to the public. The rebrand and new website, [RhoadsInc.com](#), will position the Company for continued growth in an increasingly competitive market.

Rhoads' new brand was strategically crafted throughout the majority of 2016. The focus of the initiative was to update the Company's image while paying homage to the equity and integrity of its original look and feel, since its founding in 1896. In addition to updating its visioning strategy, Rhoads overhauled its external messaging platform to focus on three distinct service lines including industrial services, large fabrication and government, and maritime. The rebrand modernized Rhoads' brand promise and tagline, Get it Right, Get it Done, Get Rhoads, to simply Done Right with Rhoads™ as well as updated its long-standing logo, color palette, image strategy and typography with contemporary, on-brand elements.

"This strategic undertaking over the past year has been a highly valuable and rewarding exercise for the entire Rhoads organization," said Dan Rhoads, CEO and Owner of Rhoads. "It allowed our leadership team to focus *on* the business, rather than *in* the business, to determine and formalize our direction."

To support and amplify the brand, Rhoads' launched a new website. The responsive and mobile-friendly website speaks to Rhoads' guiding principle to 'effectively adapt to the ever-changing market,' by providing its customers, partners and prospects with a user-friendly platform. Notably, the new site features the Company's rich history with an interactive timeline and showcases its 300,000 square feet of industrial manufacturing facilities. Visitors can view a large gallery of Rhoads' capabilities, read case studies and testimonials and learn about the Company's partners in addition to requesting quotes.

"We're very pleased to introduce this website and finally provide our marketplace with an accurate representation of Rhoads' trademark ability to combine our 100 years of experience with the agility and technology of today and offer a level of performance and precision our customers require," said Rhoads.

Founded in 1896 and now on its fourth generation of family-ownership, Rhoads has grown from a small fabrication shop to a leader in industrial fabrication, installation and maintenance services and facilities for commercial and government customers. Throughout its more than 100 years of service to the Philadelphia region, the Company has maintained its founding principles of quality, performance and value, recognizing that the core its success resides in its dedicated team of more than 120 professionals.

View the new brand and website at www.rhoadsinc.com.

About Rhoads Industries, Inc.

Founded and family-owned since 1896, Rhoads Industries, Inc. (Rhoads) is a strategic partner and total solution provider of industrial fabrication, installation and maintenance services and facilities. We enable our commercial and government customers to achieve superior and resolute business performance by integrating industrial services across maritime, large fabrication and government, with skilled labor pools, state-of-the-art resources and a legacy of leadership. Visit www.rhoadsinc.com.

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