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## **State Electric launches new brand identity and redesigned website**

May 16, 2013 - Construction Design & Engineering

State Electric Corp. has introduced its new logo and tagline, as well as the related launch of its completely redesigned website, [www.stateelectriccorp.com](http://www.stateelectriccorp.com).

"This is a very exciting time for us," said president Ronald Koning, Jr. "In 2013, not only are we marking the 25th anniversary of State Electric, but we are also introducing a new corporate logo, tagline, and website. We believe our new brand identity communicates our value proposition of proven experience, expertise, and 'customer-first' attitude for effective problem solving, ensuring that we exceed client expectations on every project. These values are clearly conveyed in our new tagline: 'Proven Experience. Powerful Performance,' and will better connect us with current and prospective customers, and prepare our organization for long term growth."

The redesigned website incorporates the new branding in a user-friendly, streamlined and responsive design. The site's new structure provides clearer access to information on State Electric's commercial, utility, and renewable energy and innovative systems service groups. Updated content provides comprehensive details about the firm, its value-added capabilities, and project accomplishments to clients, prospects, and strategic partners.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540