

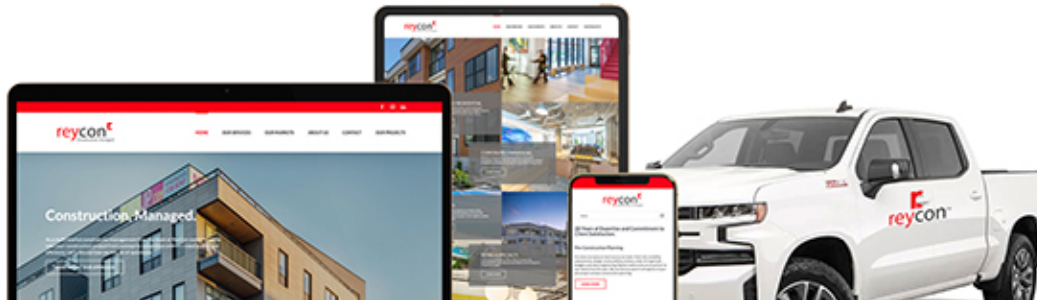
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## Featured Company of the Month: New name, new offices and new hires for Reynolds Construction

May 20, 2022 - Construction Design & Engineering

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Plymouth, MA Multi-market construction management firm, Reynolds Construction unveiled new branding for the South Shore based company (now known as ReyCon), as well as the opening of new offices in Plymouth Industrial Park, and the addition of new key members to their marketing and business development team.

The re-branding initiative, which was handled by Smith + Co. Marketing and Communications of Plymouth, represents the first major update to the company's look and feel since its founding in 1995.

"It's an exciting time for the organization as we build on the reputation we've established over the past twenty years and position ourselves for continued growth across multiple markets into the future. We feel our new branding and website do a great job of communicating the value we strive to deliver to our clients as their trustworthy, highly capable construction partner," said Mike Reynolds, president of ReyCon.

Reynolds also said the company's new headquarters at 12 Resnik Rd. in the Plymouth Industrial Park will provide existing project management, administrative and executive staff with the infrastructure they need to support expansion and growth.

"One of the biggest strengths of our company is the quality of our people, many of whom have been with me since I started the company. We are thrilled to be adding to our team on the marketing and business development side with the recent hiring of Tim Cohane as head of marketing and Nicole

DeBenedictis as vice president of business development,” Reynolds said.

Cohane brings 20 years experience as a marketing professional having worked with regional, national, and global brands including Reebok, Hasbro and State Street Bank.

DeBenedictis is a communications and business development leader within the construction and real estate industry who has worked with many well-respected organizations such as Suffolk Construction and Timberline Construction.

Smith + Co. will continue to support marketing and business development efforts as the company's chosen marketing and communications Agency.

As founder and namesake of the business, Reynolds was quick to point out that though much is changing, the core mission and values remain the same. “While our new name is shorter and our colors are brighter, rest assured our unwavering commitment to excellence and the highest standards of customer service hasn’t changed one bit,” Reynolds said.

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