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NEWS RELEASE

FOR IMMEDIATE RELEASE
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RISE Building Products Chooses ER Marketing to Help Build Its Brands and Product Profiles

Kansas City, Mo. – ER Marketing is honored to be the primary marketing agency for RISE Building Products of Mankato, Minnesota.

Since 2005, RISE Building Products has developed technically advanced, affordable, synthetic fiber building products, including trim and siding, to meet the demands of the building industry and homeowners, and the expectations of those who care about sustainability choices and avoiding harm to the planet.

By using 94% recycled content from items such as automotive liner, flooring and other high-quality products, RISE products have a lesser effect on the environment compared to traditional materials that derive raw materials from forestry, mining and chemical manufacturing. It's the differentiator the ER Marketing team is pleased to highlight.

"We feel privileged to work with a client in the building industry who not only has a quality product, but one that helps to address how the world and siding industry are changing," Elton Mayfield, ER Marketing's president and co-founder, said.

On the client side, RISE Vice President of Sales and Marketing Ben Skoog said he, too, feels privileged to work with an agency that appreciates and understands his products and industry.

"ER's understanding of the building materials industry, attention to detail and fast turnaround time make for a great partner in building the RISE Siding and Trim product line."

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About ER Marketing

We're a B2B marketing agency with a special love for the building industry-quite possibly because we've been building clients ourselves. We understand the industry inside and out, and our distinct perspective helps us craft creative results and impressions for our clients that make a difference for their brands. For over 20 years, we've dedicated ourselves to improving the marketing channel for all things building. For more information, visit www.ermarketing.net, or call (816) 471-1400.

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