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PECO Pallet Articulates its Brand

March 22, 2010 (Irvington, NY): Already known for their distinctive red pallets, PECO Pallet has hired Articulate Solutions Inc., a California design firm, to further distinguish themselves as the quality solution in pallet pooling services. Articulate Solutions will hit the ground running with immediate plans to integrate PECO's refined corporate identity into advertising, sales collateral and public relations activities, as well as the development of a cutting-edge website.

"We are thrilled to be working with PECO Pallet, a company with tremendous integrity and a genuine concern for their customers," stated Katherine Filice, CEO and Creative Director of Articulate Solutions. "We look forward to helping PECO build a brand that aligns with their outstanding reputation in the industry."

A leader in the US pallet pooling industry, PECO was founded on the tenets of providing quality pallets and excellent service. PECO's closed-loop network and detailed management of pallet flows serves to significantly reduce customer costs and product damage.

"Our tremendous growth is a direct result of our passionate dedication to excellent customer service—supported by a high-quality asset pool and simplified cost models," said David Lee, CEO of PECO Pallet. "We believe Articulate Solutions has the creative ideas to help the marketplace better understand the advantages of using PECO Pallet."

About PECO Pallet:

PECO Pallet is a national leader in pallet pooling services. Over 95% of grocery, warehouse, club and discount retailers throughout the United States currently utilize PECO's signature red wooden pallets. PECO Pallet's sustained growth over the last decade reflects the company's overall commitment to exceptional quality and genuine passion for customer service excellence. PECO is headquartered in New York and maintains 136 product service centers and manufacturing plants throughout North America. For more information about PECO Pallet, visit www.pecopallet.com.

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quality & service