



FOR IMMEDIATE RELEASE

Gulf Coast HVAC, Electrical & Plumbing Company Reveals Refreshed Brand and Logo

PANAMA CITY, Fla. — Peaden—a residential and commercial HVAC, electrical and plumbing company—revealed today their new brand look, complete with a refreshed logo and website. The brand development is the result of a months-long strategic organization development process timed to help position Peaden as the leading "comfort solution" contractor across the Gulf Coast region.

Along with a new logo, the comprehensive branding campaign features new television and radio spots; print, web and billboard advertising; and marketing collateral including custom photography, brochures, business cards, technician wardrobe and service-van fleet design.

"All of us at Peaden are thrilled with our brand's refreshed image," says Briant Daws, Vice President at Peaden. "We now have the opportunity to gain more exposure of our services and build our brand more effectively across the Gulf Coast. While we have visually updated our look, our values and commitment to quality service remains unchanged. We are looking forward to this next chapter for our hometown company, and feel confident that our customers will appreciate the change—just as we have."

Peaden was founded in 1969 by Robert Peaden, who originally operated the air conditioning business out of his home garage in Panama City. As the popularity of air conditioning grew over the decades, so did the business. Robert eventually passed the reigns of Peaden over to his son Mike Peaden, who steered the company with the same fundamental principles that his father had established. Eventually, Peaden's range of services expanded to include plumbing and electrical services for residential and commercial customers. Today, Peaden's service territory has grown outside of Panama City and now includes the Destin, Fort Walton Beach, and Pensacola communities in Florida, as well as areas in Baldwin County, Alabama.

Peaden remains committed to pursuing the highest level of customer satisfaction by providing customers with excellent service at competitive prices. To learn more, call toll-free (855) 557-7878 or visit www.peaden.com.

About Peaden

Peaden is a licensed and insured residential and commercial air conditioning, heating, plumbing, and electrical contractor. Serving the Pensacola, Gulf Breeze, Fort Walton Beach, Destin, and Panama City communities in Northwest Florida, and Mobile community in Alabama, Peaden employs a highly-skilled staff of NATE-certified, Comfort Institute Certified, and NADCA technicians, consultants, and customer service professionals to provide quality service and installation.

For more information, call toll-free at (855) 557-7878 or visit www.peaden.com.



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