

Somerville Aluminum Receives 2012 Economic Vitality Award from the Somerset County Business Partnership

Somerville Aluminum, one of the top quality home improvement contractors in Central New Jersey, is the proud recipient of this year's Economic Vitality Award by the Central New Jersey Regional Chamber of Commerce's Somerset County Business Partnership.



Somerville, NJ- October 22, 2012- Top NJ Home Improvement Contractor, Somerville Aluminum, is honored and humbled to be one of this year's recipients of the distinguished Somerset County Business Partnership award. The Economic Vitality Award is presented annually to recognize Somerset County companies that have made a significant economic impact and have fostered economic vitality through job creation and retention, job training and retraining, sales growth, profitability and reinvestment; technologic advancement, and increased capital assets and influx of new dollars. Somerville Aluminum was selected for their successful rebranding of the company that has resulted in significant business growth and an increase in hiring.

The Somerset County Business Partnership (SCBP) serves as Central New Jersey's regional Chamber of Commerce. Members and investors represent public, private and community organizations, working in partnership and dedicated to maintaining and promoting economic prosperity and quality of life in Somerset County.

Proudly upholding a long tradition as a family-owned and operated business that provides high quality service and products to Somerset County and the surrounding area, Co-owner Gary Shiman reflects on this achievement. "It means a lot to have successfully transitioned Somerville Aluminum into a third generation business within the same community. We want to recognize former, currently long tenured and newly hired employees for all that they have done to ensure the continued success of the business and satisfaction of our customers. We are always evolving to continually provide fresh ideas and solutions to Somerset County."

The successful rebranding transition of Somerville Aluminum has been made in partnership with The Think Cloud, a full-service marketing firm. The companies worked together to understand what Somerville Aluminum meant to their customers and developed an integrated multi-tiered marketing campaign to reinforce that community bond. The Go With The Pro™ campaign was launched in the spring of 2011, to reinforce trust and peace of mind for their customers.

"We are humbled to have served Somerset County and our community for 62 years and are quite thankful to receive the SCBP Economic Vitality Award. We are also honored to be part of a distinguished group of award recipients, who include regional companies like ours as well as global corporation," states fellow Co-owner, David Gropper.

Somerville Aluminum, along with fellow recipients, will be honored at the SCBP'S Annual Meeting and Awards Celebration on Thursday, December 13, 2012, at the Bridgewater Marriott.

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GO WITH THE
PRO

Go with the Pro: For over 60 years, Somerville Aluminum has been a fixture on Main Street in downtown Somerville, NJ. Somerville Aluminum is the area's largest full service home remodeling company and has built a reputation for reliability, expertise and trust with their core family values lacing through three generations of service to Central Jersey homeowners. The certified staff and design team practices and promotes a "green" home and way of life, are lead certified, and partners only with vendors providing the same exceptional quality and service their customers have come to expect. With the founding and guiding principle being about building a family and community oriented business, Brothers-in-law Gary Shiman and David Gropper approach each day and each job with their customers as their number one priority and strive to assure them that their home is in good hands.

To learn more about the Somerville Aluminum Home Remodeling and Design Team, please visit www.somervillealuminum.com or call 908-725-8401.