

## New Jersey Home Remodeler Somerville Aluminum Named 2013 Dealer of the Year by Window & Door Magazine

*Central NJ Home Remodeling giant Somerville Aluminum joins the nation's top window and door retailers in recognition as Dealer of the Year for overall excellence in marketing.*



Branchburg, NJ- November 2013- Leading Central New Jersey Home Remodeler Somerville Aluminum has been named Dealer of the Year Window & Door Magazine. Somerville Aluminum was recognized for overall Excellence in Marketing for their GO with the PRO campaign. The company's marketing team, The Think Cloud, spearheaded the campaign, which has spanned for the past two years and continues.

Having expanded over the last several decades into a full-service home remodeling and design firm, Somerville Aluminum, a third-generation business, needed a way to properly communicate the range of services it provided. No longer just an installer of aluminum storm windows, the company had to capitalize on the brand recognition of its name, while at the same time communicate the many services offered. The Go with the Pro campaign aimed to connect the high precision skill it takes to be a performance athlete with the high precision and skill of Somerville Aluminum. The marketing campaign set out to redefine the remodeler with their customers using many platforms, including print advertising in newspapers and magazines, TV, local sports arenas, direct mail, social media and the formation of many partnerships with local charitable organizations.



“We are a relationship-driven company. Our relationship with our customers is what matters the most. Our marketing needed to convey all of the capabilities of our company, while remaining true to our core values and customers”, states co-owner Gary Shiman. “This honor speaks to the success of the campaign achieving that.”

The campaign has been so successful that customers now immediately identify the trademark Go with the Pro tagline and the black and yellow colors used in the marketing materials and on employee clothing. A salutation of sorts i° has become, with many customers pointing to the owners and employees greeting them with “Go with the Pro” instead of hello.



The Think Cloud partners, Manish Patel and Jerry Chu, were equally pleased with the honor bestowed upon Somerville Aluminum for their efforts. "Jerry Chu and I both want to congratulate Gary, David and the entire Somerville Aluminum family on winning this award. The Think Cloud was given a unique challenge and opportunity to transform and evolve the Somerville Aluminum brand and marketing approach. The Window & Door Dealer of the Year Award is recognition of that effort and the faith Somerville Aluminum had in us."

Window & Door, an industry publication of the National Glass Association, serves the entire fenestration industry, including manufacturers, distributors and dealers nationwide and recognizes leading dealers across the country each year.

"The Dealers of the Year program is designed to highlight professionalism in our industry," says John Swanson, editor/associate publisher. "With the spotlight on best practices among dealers and distributors, our readers can gain valuable insights and lessons to apply to their businesses to improve their own operations by learning from our 2013 honorees."

Somerville Aluminum was featured in a four-page article in the November/December issue of Window & Door magazine. The full article can be read at <http://www.windowanddoor.com/article/close-ups/reinventing-itself-through-marketing>.

Go with the Pro: Somerville Aluminum is the area's largest full service home remodeling company and has built a reputation for reliability, expertise and trust with core family values running through three generations of service to Central Jersey homeowners. Visit their new 15,000 square foot showroom in Branchburg or online at [www.somervillealuminum.com](http://www.somervillealuminum.com).

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