



## **NEWS RELEASE**

### **New Marketing launch for Hayes Fabrications Ltd**

Steelwork specialist Hayes Engineering has changed its name to Hayes Fabrications Ltd as part of a new marketing initiative as from 3<sup>rd</sup> September 2007.

Hayes who are based at Marchington, Staffordshire have re-branded themselves with a modern new corporate image, livery, brochure and website that will showcase their range of services and products. A family firm for over 20 years, Hayes manufacture and install structural steelwork, architectural steelwork and specialist fabrications.

Hayes realised that their profile needed raising having identified their strengths in several market sectors. They have embarked on a new marketing strategy to focus on their known areas of strength to take the business forward.

Stephen Smith, Managing Director said "We pride ourselves on the service we offer and are not afraid to take on challenging projects. We realised that our expertise was not being conveyed fully to our target market and our new marketing initiative will ensure that our products and services are effectively communicated".

Hayes Fabrications Ltd work closely with architects, structural engineers, process engineers, project managers, main contractors and directly for end users. Their new website **[www.hayesfabrications.com](http://www.hayesfabrications.com)** is now live for the latest information.

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For further information please contact Sian Smith, Company Secretary

**3<sup>rd</sup> September 2007**