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## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### ER Marketing Wins Gold Brand Builder Award

Kansas City, Mo. – ER Marketing, a building products-focused B2B agency, took home the gold award for Best Channel Marketing Program on October 22 at the 2015 Hanley Wood Brand Builder Awards. The Hanley Wood Brand Builder Awards were established to celebrate the hard work and accomplishments of marketers in the fields of residential and commercial design and the construction industry.

“We are thrilled to honor ER Marketing as a Gold winner in the Best Channel Marketing Program of our Brand Builder Awards,” Peter Goldstone, CEO of Hanley Wood, said. “Their modern approach to marketing, and the effectiveness of their work, distinguished them as a leader in their category and offered great insight into the leadership and innovation within their company. I congratulate ER Marketing for this accomplishment.”

“Receiving an award for your hard work is always exciting, but it is especially an honor to receive one that specifically celebrates and recognizes exceptional marketing for marketers focused on the building products industry,” Elton Mayfield, partner at ER Marketing, said.

The award was received for ER Marketing’s work on Overhead Door Company’s Ribbon Internet Program, a unique channel marketing offering that provides Overhead Door franchises (“Ribbons”) with impactful yet affordable digital marketing services like website creation, SEO, PPC management, and social media.

“We appreciate both the work of our team and all those at Overhead Door whose support has made this program the overwhelming success it is,” Renae Gonner, partner at ER Marketing, said. “This award is further proof that hard work, strategic thinking, and strong relationships can produce real, measurable results down the channel.”

In the time since its inception, the Ribbon Internet Program has experienced widespread adoption across the Ribbons. A recent survey of Ribbons revealed that the program has become a solid source of lead generation for most Ribbons, and garnered a 100% satisfaction rate among participating Ribbons.

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#### About ER Marketing

ER Marketing is a full-service marketing agency located in Kansas City’s River Market. As an innovative business-to-business marketing firm, ER Marketing combines big-agency scope with small agency accessibility. While the founding partners’ experience spans more than 50 years, they are backed by a diverse team that thinks creatively, works efficiently, and creates real results for clients. For more information, please visit [www.ermarketing.net](http://www.ermarketing.net).

#### About Overhead Door Company

Overhead Door Corporation — based in Dallas, Texas — is recognized as the leading single-source manufacturer of



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integrated garage door and operator systems for commercial, industrial and residential applications. The company's comprehensive product line encompasses residential garage doors and openers; sectional doors and rolling-service doors for commercial and industrial buildings; high-speed traffic doors; security grilles and closures for a variety of retail and commercial uses; automated-sliding, swinging and revolving pedestrian doors; truck and trailer cargo doors; and more.