

NEWS RELEASE

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FOR MORE INFORMATION

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ER Marketing Named Agency of Record by Fortress Railing Products

Kansas City, Mo. – ER Marketing announced today that Fortress Railing Products, a leading innovator and manufacturer of railing products, has hired the agency for branding, digital, channel communications, lead generation, and creative services. The award-winning B2B agency will provide a number of strategic marketing services that include re-branding the company, integrated dealer portals, marketing distribution systems for deck builders, collateral development, lead generation for the sales channel, and website design and development.

“We’re excited to work with the Fortress Railing team. Their focus on producing the industries most advanced railing solutions, combined with their commitment to grow their organization makes this a ideal relationship,” Elton Mayfield, partner at ER Marketing, said.

Fortress Railing Products, based in Garland, Texas, offers railing solutions in 6 distinct categories (iron railing, cable railing, glass railing, aluminum railing, metal balusters, and post caps & LED lighting) for residential, multi-family and commercial needs. The company has more than 40 years combined experience in building products and is committed to developing innovative, quality products.

“ER Marketing comes with a vast industry knowledge that will benefit Fortress Railing Products as it evolves its brand into the marketing leader of our category. Out of the box thinking and exceptional service is the reason ER Marketing was chosen as the Fortress Railing Products agency of choice.”, Kym Dennis, Marketing Manager at Fortress Railing Products.

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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.

About Fortress Railing Products

Fortress Railing Products (www.fortressrailing.com), a subsidiary of The Fortress Company, is committed to developing innovative, quality products specifically for the railing industry. It is very proud of its vast distribution network, commitment to code testing, innovative product design and the strength of the Fortress Railing Products brand. As a respected category creator and industry leader, Fortress Railing Products offers a complete line of railing solutions to meet virtually any need.