



Jessup Manufacturing Chooses NM Marketing Communications

Glenview, IL, February 06, 2007 --(PR.com)-- Jessup Manufacturing Company, North America's leading manufacturer of non-slip and photoluminescent technology, has chosen [NM Marketing Communications](#) for development of an extensive [public relations program](#) to create greater awareness of the company's brand and reputation.

“Our goal is to use a variety of proven PR methods to establish Jessup's leadership in the market for glow-in-the-dark signage, as well as other pressure sensitive films and non-slip materials that are used in many commercial and industrial markets,” said Norwin Merens, managing director for NM Marketing Communications. “This approach will capitalize on our experience in B2B communications for the markets they serve.”

Jessup Manufacturing Company (www.jessupmfg.com), headquartered in McHenry, IL, was established in 1956 and is a global player in custom coating and covering in photoluminescent films and non-slip technology. The company's products are used in buildings, transportation, heavy construction equipment, agricultural market applications, skateboards, the printing industry and MRO catalog distribution.

NM Marketing Communications is a Chicago-area B2B agency specializing in industrial, service and association clients.

www.nmmarketingbiz.com

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Contact Information:

NM Marketing Communications
Norwin A. Merens
847-657-6011
info@nmmarketingbiz.com
www.nmmarketingbiz.com

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