**FOR IMMEDIATE RELEASE**

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**Photos:** <http://www.bldpressroom.com/bld-marketing/intro>

**LarsonO’Brien Announces Corporate Name Change to BLD Marketing**

*New name, same trusted results-driven marketing services*

**PITTSBURGH, PA…** LarsonO’Brien announces an official name change to BLD Marketing, Inc. effective January 1, 2020. The new name, pronounced “Build”, reflects the company’s commitment to building client business through proven, effective, and measurable marketing solutions tailored to building product manufacturers.

Since 2010, LarsonO’Brien has specialized in serving building product manufacturers exclusively throughout the world, providing results-driven marketing services. The company continues its unique mission as BLD.

The company name change follows on the heels of the retirement of CEO and co-founder Ron Larson and with new leadership at the helm.

“This organization has built its reputation as a marketing group focused on the building products category,” says David Sladack, President. “Our new name is a reflection of what we do. The tagline we have used for years and will continue to use is ‘Building Market Leaders,’ which really summarizes how we help our clients grow. Adopting the name BLD is a natural progression in our journey as a leading building products marketing specialist.”

BLD will continue to bring real, measurable results across digital, content marketing, and creative channels, championing strategic thinking; expert execution; and conscientious stewardship of clients’ marketing dollars to achieve repeated success.

“The building products industry involves a far higher level of complexity than other B2B industries. This complexity creates significant challenges for building product manufacturers in developing sound strategy, alignment of resources, and measuring success, while continuing to position the company and brand in a manner that best suites corporate objectives,” says Kevin Mayer, CEO. “Our commitment to and expertise in the building industry, the evolution of our approach, our services, and our team has created a wonderful foundation for the company to re-brand as BLD Marketing as we enter a new decade.”

BLD remains based in Pittsburgh, PA with a satellite office in Baltimore, MD.

Visit the new BLD website at [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD is an ROI-based, full-service strategic marketing agency serving building product manufacturers exclusively throughout North America and abroad. BLD offers a comprehensive portfolio of strategic marketing services and implementation capabilities to help client companies achieve growth, efficiency, and profitability.

Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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