

channel communications, llc

## news release

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For Immediate Release

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### **Channel Communications launches new branding campaign for Wright Manufacturing**

*Commercial lawn mower company was looking for a fresh approach to propel its brand*

WASHINGTON, DC/BALTIMORE, MD, January 1, 2005 — Channel Communications, LLC, a design, branding and integrated communications firm recently launched the first two ads of a new branding campaign for Wright Manufacturing, Inc.

Wright, a Maryland-based manufacturer of innovative equipment for the lawn maintenance industry, hired The Channel Team several months ago to develop a new brand positioning strategy for the company. In December the first of two full-page ads were released to launch the campaign. "The ads look fantastic—they'll get huge attention in the market!" said Bill Wright, president and founder of Wright Manufacturing, Inc. The ads are a part of an integrated branding campaign which also includes sales collateral, point-of-purchase, direct marketing, and web development.

Wright is located in Frederick, Maryland and has a state-of-the-art manufacturing facility. Designed by a former lawn maintenance professional, Wright mowers are a major step forward in grass-cutting technology. "Wright mowers are different. Every one of its products challenges the conventional wisdom of the industry by new mower, thinking and smart engineering" said Cory Farrugia, president of Channel Communications. "Its Stander lawn for example, changed the way lawn professionals mow grass by riding in a standing position behind the mower, is now an industry icon. Our positioning strategy 'The Wright Way to Mow' focuses on how Wright is a better way to mow—faster, easier and safer."

The Channel Team, with offices in Washington DC and Baltimore, MD, provides a full range of integrated services, which include direct marketing, identity programs, marketing and advertising campaigns, corporate communications, broadcast and interactive media.

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- o "Stander" ad
- o "Sentar" ad



**HILLS? BRING 'EM ON!**

*With slight lean to the rear, you can mow hills without changing mowers—and still be fast.*

*To ride hills, you have to feel them—become part of the landscape and react with your whole body to handle the changes.*

*Wright's Stander and Sentar give you the same freedom dirt bikers have—you feel the hills under you, and still use a mower to take the terrain "on the fly." You use your weight to help so you cross slopes at speeds no other mower can handle—greater control—and without switching to a walk-behind.*

**WITH WRIGHT'S OPERATOR BALANCE CONTROL, YOU CAN MOW HILLS ALMOST AS FAST AS LEVEL GROUND. THAT'S WHAT IT MEANS TO RIDE WRIGHT.**

Power, performance, and a little excitement. That's the Wright way to mow.



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**OBSTACLES? MAKE MY DAY.**

**WITH WRIGHT'S UNMATCHED AGILITY, THE LANDSCAPE NEVER SLOWS YOU DOWN. THAT'S WHAT IT MEANS TO RIDE WRIGHT.**

*For a road to unexpected obstacles.*

*Lower center of gravity means mowing illegal hills.*

*Smaller footprint fits tighter spaces—and puts more mowers in a trailer.*

To handle obstacles, you have to react quickly—move fast, think faster, and deal with changes before they deal with you.

Wright's Stander and Sentar mowers overcome landscaping challenges with handling no other mower can match. Their unique design uses less steel in construction without sacrificing strength, making them up to 200–300 pounds lighter than the competition. And the smaller footprint and lower center of gravity of every Wright riding mower makes them more agile and more stable than any other comparable mower in the industry.

Power, performance, and a little excitement. That's the Wright way to mow.



**THE WRIGHT WAY TO MOW.**

**wright**  
commercial products

For more information, call 1.301.260.9810 or find our dealer locator at [www.wrightmfg.com](http://www.wrightmfg.com).