

**For Immediate Release**

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Contact: Kris Smith

Marketing Manager

Health Mats Company

[www.healthmats.com](http://www.healthmats.com)

[kris@healthmats.com](mailto:kris@healthmats.com)

484-487-2496



**FOR IMMEDIATE RELEASE: HEALTH MATS COMPANY REBRANDS IN 2016**

**CHESTER, PA:** Health Mats Company, a regional leader in textiles and floor safety, this week introduced the company's new brand and logo. The rebranding reflects both the evolution of the company as well as its vision for the future. Health Mats is marketing to business owners and property managers with a mobile responsive website, targeted advertising, content marketing, updated commercial vehicles, and strategic billboards.

The 47 year-old family owned and operated company refreshed the company's look in time to launch a billboard campaign. The billboard will travel over 6 months to high traffic areas in Clifton Heights, Philadelphia, Ridley, and in Upper Chichester near Aston, PA.

**"Our goal is lead our industry with innovative marketing and to build name recognition for Health Mats so that regional businesses will know who to contact for floor mats and walkway safety" said Kris Smith, Marketing Manager.**

Health Mats company serves commercial properties in Pennsylvania, Delaware, Maryland, and New Jersey. The Health Mats brand is focused on keeping commercial properties clean, green, healthy with a dependable service that is cost effective.

**"This new brand and logo reflects our enthusiasm and focus on contributing a green service to our customers in the Philadelphia market" said Vince Del Rossi, Health Mats Owner and President.**

The Del Rossi family started as a diaper cleaning service in the 1950s and reinvented to become Health Mats in 1969. The rebranding is a first step as Health Mats approaches its 50<sup>th</sup> anniversary in 2019.

**TAGS: HEALTH MATS, BILLBOARDS, WEBSITE, COMMERCIAL MAT SERVICES, MAT RENTAL, ADVERTISING, PHILADELPHIA, MARKETING, BRANDING, GREEN, TEXTILES, FLOOR SAFETY, WALKWAY SAFETY, PENNSYLVANIA, DELAWARE, NEW JERSEY, DELAWARE, MARYLAND**

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