



LERCH BATES

Building Insight



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PRESS RELEASE

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Lerch Bates Commemorates 60th Anniversary with Launch of New Branding and Identity

The new year brings a new look to Lerch Bates, Inc., an international consulting services firm that advises architects, developers, building owners and managers on the design and use of building systems for any size or type of building. Founded 60 years ago as an Elevator Consulting firm, Lerch Bates earned a highly respected, worldwide reputation as the dominate company in vertical transportation. Over the years, this reputation has grown with the addition of consulting services in horizontal transportation, materials management and handling, façade access and building systems.

To more effectively communicate the consolidation of all its consulting services under one brand, Lerch Bates has carried out a branding and identity initiative which incorporates a new logo and tagline, marketing materials and redesigned website. The work, produced by a Denver branding and marketing firm, is reflected in a logo that respects Lerch Bates' 60 year history with a streamlining of the original and well recognized "LB" mark along with new colors of blue and orange. The colors are a reflection of the progressive nature of Lerch Bates' consulting services – always working with the newest, most technically sophisticated concepts in design and project management for the most complex and innovative new construction, modernization and maintenance projects throughout the world.

"The new look and particularly the tagline - Building Insight - represents the value we bring to our clients," said Lerch Bates president, Bart Stephan. "Our full range of consulting services provides a comprehensive understanding of buildings for architects and developers to use in the planning, design and build phases." "Additionally," added Stephan, "we provide building owners and prospective buyers with full knowledge of the condition of their buildings and all its systems as well as analysis of the options for modernization and maintenance. We are excited about the new brand and identity and pleased to have all our consultants providing the full range of services to clients worldwide."

On January 2, 2007, the 36 Lerch Bates offices around the globe received a Brand Introduction package which included the branding guidelines and a disk containing the visual standards. "The branding and new identity is a significant undertaking," said Brent Steiner, president of The Design Mine, Inc., the firm working with Lerch Bates on the new brand. "Lerch Bates recognizes the worldwide demand for their services and has invested in the research and effort required to produce the new brand. Although they have been in business for 60 years, they are a very contemporary and progressive company. The new look reflects that."

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Lerch Bates understands the way buildings interact with people, and how all of a building's systems come together to enhance its overall use and effectiveness. Lerch Bates uses this insight to advise on all facets of vertical and horizontal transportation, materials management and handling, façade access and building systems.
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