

PERIS

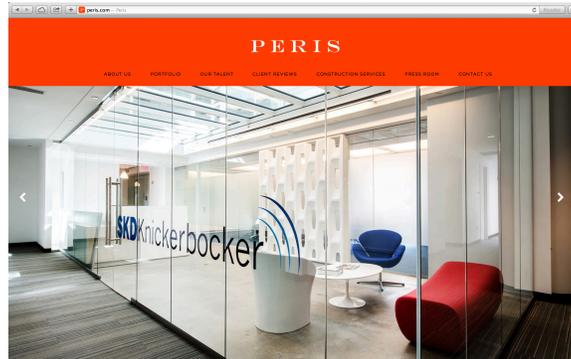
CONSTRUCTION

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Peris Construction Launches New Website and Branding Redesign

FALLS CHURCH, Va., (September 3, 2014) – Peris Construction announced today the launch of their refreshed logo, marketing materials and website. The redesign brings a fresh new look to one of the Greater Washington Area’s premiere commercial interiors construction firms. The new Peris website, which went live over the weekend, showcases the firm’s portfolio of work and the commitment to using the industry’s best Project Management practices .

The logo redesign and corporate rebranding project began in January of this year. The project was lead by Elizabeth Birch working with area designer Neal Ashby of Ashby Design. “Peris already had a strong brand”, said Birch. “We simply wanted to bring a refreshed, bolder image to the company’s ‘look and feel’ and expand the marketing and communications tools used by Peris to promote itself in the Greater Washington area.”

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“We are very happy with the refresh but especially like the range of tools available to us now,” said Peris Companies President & CEO Jeff Pellegrino. “Every part of our brand is now an integrated system.”

Neal Ashby, the firm’s President and CEO, is renowned in the music and entertainment industries as one of the brilliant minds of design and branding. The firm’s clients include the Recording Industry Association of America, XM Satellite Radio, Don Cornelius Productions, Lukas Films.

The website prominently showcases Peris Construction’s portfolio of commercial interiors, featuring some of the areas most prominent law, consulting, public relations, lobbying, association and nonprofit firms. Peris has a wide variety of clients including Convene, SKDKnickerbocker, Podesta, Ballard Spahr, Hollingsworth, Emily’s List, Bates White, and Oceana.

“Neil nailed it.” said Peris Birch Construction Services President and CEO Elizabeth Birch. “The new Peris branding reflects the sophisticated, hip style of Peris, but also reflects the precision and care with which Peris executes every project.

To download the logokits for Peris Construction and Peris Birch Construction Services, go to:

- http://peris.com/media/peris_construction-logokit.zip
- http://peris.com/media/peris_birch_construction_services-logokit.zip

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Peris is celebrating its 25th year as a premiere Greater Washington commercial interiors construction interiors firm. Founded by Jeff Pellegrino, Peris is a team of highly trained and diverse construction professionals. Peris has built some of the most exceptional and beautiful interior spaces in the Greater Washington, DC area.

In 2014, Peris Companies, Inc. and Elizabeth Birch formed Peris Birch Construction Services, LLC, a woman/LGBT---owned and managed construction services company. Peris Birch provides commercial handyman and renovation services to a wide variety of clients.