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**BLD Marketing Forges Partnership with Southern Aluminum Finishing**

*Agency to Develop Integrated Marketing Program for Building Materials Manufacturer*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad, recently added to its client roster by finalizing a new partnership with [Southern Aluminum Finishing (SAF)](https://www.saf.com/).

Based in Atlanta, Georgia, SAF is a global aluminum metals distributor with extensive capabilities in metal painting and fabrication. The company also maintains a world-class aluminum coil anodizing and finishing plant and divisions in California and Indiana.

BLD Marketing will provide the full complement of services to SAF – brand positioning and messaging, creative development, paid media planning and buying, digital development, and public relations and content marketing.

“SAF is a leading building materials manufacturer, aluminum finisher, and metal fabricator. Throughout the company’s storied history, they’ve always pushed the envelope to improve their offerings and to grow with their customers,” noted Dave Sladack, president of BLD Marketing. “We’re excited to help them open their next chapter by refining their company voice and engaging key audiences through a carefully crafted digital ecosystem that is primed to drive business.”

“SAF is a family-owned company that will celebrate 75 years of doing business in 2021,” added John McClatchey, vice president of sales and marketing for SAF. “We’re at a critical juncture in our company’s history, and choosing the right marketing partner was essential to laying the foundation for the future. BLD Marketing’s deep experience in building and construction made it clear to us that they were the right fit. We’re excited to collaborate with them.”

BLD’s charge is to create and implement an integrated marketing program to raise SAF’s profile as a multi-channel building materials manufacturer with direct and distributor-driven offerings.

**About BLD Marketing:**

BLD is a results-based, full-service strategic marketing agency serving building materials 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.

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