

For Immediate Release
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Wisconsin Plating Works' Web Site Redesign Positions Company for 90th Anniversary

Wisconsin Plating Works of Racine's redesigned Web site provides new information, photos and a video about its commercial and industrial metal finishing business.

A new media page highlights Wisconsin Plating's recent awards including the Metropolitan Milwaukee Association of Commerce 2008 Future 50 Winner Award and the Racine County Business Person of the Year Award, recognizing President Robert Toeppe for his service to the community. A \$165,000 Blight Elimination and Brownfield Redevelopment (BEBR) grant was also awarded to Wisconsin Plating from the Wisconsin Department of Commerce to assist them in eliminating environmental contamination from the building site of their second plant, formerly owned by Racine Plating Works.

President Robert Toeppe said, "We redesigned our Web site to make customers more aware of our expanded capabilities due to acquiring Racine Plating Works in 2005. Plus, it is now much easier for customers to request a quote from us and to access information about our services. Our 90th anniversary is just around the corner (2009) so we wanted a fresh image for our company."

Corporate Images, Inc. designed the new site and serves as Wisconsin Plating's public relations agency.

Visit the new web site at www.wisplating.com.

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Corporate Images, Inc. is Racine's oldest full service marketing agency, providing advertising, public relations, sales promotion, and new media to business-to-business clients especially in the Chicago-Milwaukee corridor. Clients include JohnsonDiversey, SC Johnson Wax and Powerbrace Corporation.