

# Sentinel Buildings Unveils New 'Rock Solid' Logo

**ALBION, NEB.**

Sentinel Building Systems recently unveiled a new logo and positioning statement designed to better communicate the company's market-leading status as a provider of innovative, functional and high-quality steel buildings.

According to Scott Stuhlmiller, general manager for Sentinel Buildings Systems, the new logo is part of an overall strategic plan to enhance the company's visibility in both commercial and agricultural building markets, and presents an image that's more consistent with the company's quality/value position.

In addition to the new logo, Stuhlmiller announced that the phrase "Rock Solid" would be used in all company's advertising and marketing efforts to help educate steel-building customers about Sentinel's leadership position. He added that the trademark-pending phrase not only accurately describes Sentinel's building

products, but also the ongoing service, support and consultative approach to selling that the company was originally founded on and still uses today.

"In today's competitive markets, you have to differentiate yourself from your competitors and let customers know how you can better provide for their needs," Stuhlmiller said. "We think these new additions to our overall strategic plan will help educate potential customers on why Sentinel Buildings is the best choice for their steel building needs."

Headquartered in Albion, NE, Sentinel Building Systems is one of the nation's premier providers of steel buildings and steel building accessories. Providing custom design and engineering services as part of their total customer support package, Sentinel Building Systems maintains a network of nearly 175 dealers in more than a dozen states, primarily serving the Midwestern U.S. △



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