



# NEWS

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## SMART SEALED SELECTS STEVENS & TATE MARKETING

LOMBARD, ILL., Aug. 11, 2011 – Smart Sealed, Chicago-based specialists in weatherization, energy audits, residential and commercial energy consultation, and insulation, has selected Stevens & Tate Marketing for advertising and marketing services. The Lombard-based agency is increasing Smart Sealed’s market presence and promoting its brand as a leading provider of whole house solutions for healthier, more comfortable and energy-efficient residences.

“After decades of experience specializing in construction, architecture and energy efficiency, the team at Smart Sealed have a thorough understanding of what it takes to create a healthy, comfortable, energy-efficient building,” said Jane Amidei, director of sales and marketing for Smart Sealed. The company was formed in 2010 to fill a niche in weatherization services. “In choosing Stevens & Tate, we knew we’d be working with a company who not only understands marketing to homeowners but also has experience in reaching the business-to-business audience with on-target messaging.”

Dan Gartlan, president of Stevens & Tate, said, “We recognize that Smart Sealed has a solid foundation in an emerging field. With energy costs on the rise and a global awareness of how each of our carbon footprints impacts the planet, the services Smart Sealed provides are top of mind with consumers. Our role is to ensure Smart Sealed is the name associated with weatherization and energy audits in Chicagoland.”

Smart Sealed offers low-cost solutions for energy savings, enabling homeowners to decrease utility costs, reduce their carbon footprints and increase the overall value of their homes. Residential utility bills can be lowered by up to 30% because heating and cooling systems perform more efficiently. The firm also works hand-in-hand with contractors, remodelers, architects, and commercial property owners to provide the right insulation solution for projects of all types and sizes. Smart Sealed has expertise in spray foam, blown-in cellulose and fiberglass insulation installation.

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Stevens & Tate Marketing is a full-service advertising agency offering award-winning, on-strategy creative; integrated message development; and cost-effective media planning and execution. Stevens & Tate creates focused, targeted solutions for all its clients in the business-to-business, hospitality, travel, retail, healthcare, resort, and real estate industries.

For more information on Smart Sealed, visit [www.getsmartsealed.com](http://www.getsmartsealed.com).

To review Stevens & Tate's work, visit [www.stevens-tate.com](http://www.stevens-tate.com)

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