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## FOR IMMEDIATE RELEASE

### **BLAIR COMPANIES' ANNOUNCES THEIR NEW NAME: BLAIR IMAGE ELEMENTS**

**Blair Companies, a global leader in the on-site execution of some of the world's best-known multi-location brands, has grouped its branding divisions under a new name: Blair Image Elements**

**Altoona, PA., January 20, 2020:** Blair Companies' sign division, founded in 1970, quickly grew to become the largest neon sign provider in the U.S. Their expertise expanded to channel letters, thermoformed faces, pylons, and cabinet signs. To provide their clients with turnkey site branding solutions, Blair Companies ventured into Millwork, Lighting, and Electronics. Later, Architectural Imaging, Blair Asia, and Anuncios Blair were added, further increasing their offerings and reach.

Blair Companies is now grouping all their brand deployment operations under a new name: Blair Image Elements. EVP and COO Raymond Plunkett, said, "This change represents our true commitment to and expertise in what we do for clients who operate branded locations. For decades we've worked to help clients rebrand, and now it's our turn to refresh the Blair brand." The name "Blair Image Elements" speaks to the company's comprehensive products offer. "What makes us special goes beyond our wide range of image element products," said Plunkett. Blair Image Elements has spent 50 years developing world-class teams and processes in the areas of project management, design, R&D, manufacturing, installation, maintenance, and more.

Along with the name change, Blair Image Elements recently launched a new website. Visit [blairimage.com](http://blairimage.com).

Headquartered in Altoona, Pennsylvania, Blair Image Elements is helping companies across a wide range of industries stand out and be noticed.

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