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**Contact:** Annmarie Doran

312-255-3078 (o)  
312-255-3030 (f)

## **Market M Helps 5<sup>th</sup> Generation, Family-Owned Chicago Business Revitalize Its Brand**

**Chicago, IL – January 5, 2008** – Today, Market M was selected by Loeb Equipment & Appraisal, a fifth generation family-owned and operated Chicago business, to revitalize its brand and to help position the brand within its expanding business markets.

Since the early 20<sup>th</sup> century Loeb has bought, sold, rented, leased, financed and appraised processing and packaging equipment for the food, pharmaceutical, cosmetics and chemical industries. They are a respected and experienced leader in their industry. Today, Loeb is expanding and growing its business service lines to help clients maintain and enhance their position within the marketplace.

The brand project focuses on refreshing the distinctive look and feel of the company's communications and marketing materials, while bridging Loeb's historic legacy with its current business environment. This will include and update to the logo and stationary suite, as well as the development of a new organizational brochure, print ads, email templates, and posters.

"For five generations, Loeb Equipment & Appraisal and the Newman name have been associated with quality and reliable processing and packaging equipment for the food, pharmaceutical, cosmetics and chemical industries. As we continue to grow and expand, we need to make sure our brand stays relevant to all our audiences. Market M has been brought on to help make this happen," said Loeb Equipment & Appraisal's President Howard Newman.

"Loeb Equipment & Appraisal is a long-standing and well known brand carrying a tremendous amount of history. With our experience working with other multi-generational, family owned businesses; we are confident that we will be able to create a new brand system that will honor the company's legacy, while moving it forward into its new future," said Market M Founder & CEO Courtney Hill.

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### **About Loeb Equipment & Appraisal**

For five continuous generations, the Newman name has been associated with processing and packaging machinery for the food , pharmaceutical, cosmetics and chemical industries. To learn more, please visit [www.loebequipment.com](http://www.loebequipment.com).

### **About Market M**

Market M is an integrated marketing firm focused on providing comprehensive project and campaign based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes. To learn more about Market M, visit us online at [www.marketm.com](http://www.marketm.com).

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