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FOR IMMEDIATE RELEASE

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SouthWood Helps Build Brand Identification for Shone Lumber

CHARLOTTE – Since 1957, Shone Lumber has faithfully served residential and commercial contractors, remodelers and designers in Delaware and parts of Maryland, Pennsylvania, and New Jersey. And while Shone now carries a full line of lumber and thousands of building products, it has managed to stay true to its “personalized service” approach to business.

When it came time to move into a new facility in Middletown, Delaware, Shone Lumber chose SouthWood Corporation (www.southwoodcorp.com) to create its main identification signage. Like Shone, SouthWood has steadily built its business over nearly four decades without losing sight of what it takes to satisfy customers – quality products and caring employees who work to develop long-term relationships.

“Shone Lumber and SouthWood share many of the same values. We’re both big enough to successfully compete in tough industries, but small enough to truly know our customers and listen to their feedback,” says Ernest Dwight, president of SouthWood. “A company like Shone understands quality materials and craftsmanship; so of course, we’re quite flattered they selected SouthWood to create the ‘signature’ for their new building.”

Founded in 1970, SouthWood specializes in the creation and implementation of image-conscious signage and graphics for clients nationwide. SouthWood's unique ability to offer a single source of wayfinding planning, signage design, manufacturing and installation results in a seamless, controllable and fully accountable process that minimizes time and improves efficiency. SouthWood is a proud finalist for the 2007 Charlotte Chamber Entrepreneur Award. Call 704-588-5000 or visit www.southwoodcorp.com for more information.

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