



Contact:
Susan Achtenhagen
P – 262.968.9008
F – 262.968.9003
E – sachtenhagen@harrismg.com
www.harrismg.com

Harris Marketing Group Agency of Record For First Federal Bank and ARC Pacific

Wales, Wisconsin, May 1, 2008 – Harris Marketing Group is pleased to announce that it has been retained by ARC Pacific and First Federal Bank of Wisconsin as their agency of record to partner with them to provide all of their marketing and communication needs.

“We are excited to be working with Wisconsin businesses in the industrial manufacturing and financial sectors,” said Denise Harris, owner of the Harris Marketing Group. “Our goal for all clients who select Harris Marketing Group as their agency is to provide creative and personalized service, and professional quality work that delivers results.”

With more than four decades of combined experience in marketing, strategic business planning and design, the Harris marketing group offers clients a full-service approach to marketing and provides cost-effective, professional work and marketing services, including brand planning and design, newsletter and collateral development, graphic design, Web development, interactive services, advertising, public relations and direct marketing services. In addition, this award-winning company has extensive experience with corporate publication development and provides clients with content planning, research, writing, design, production and distribution of both print and electronic formats.

“New clients offer an exciting opportunity to apply our expert marketing skills to products and services so that they are presented in a fresh new way that will be appealing to existing clients as well as helpful in attracting new customers,” says Harris.

ARC Pacific Ltd. is an industrial outsourcing service that secures high quality material supplies at a competitive price, manufactures and assembles products built-to-print based on North American/European quality control standards and serves as a manufacturer’s representative for key clients. Headquartered in Hartland, Wisconsin with a European sales office in Germany and manufacturing/strategic sourcing facilities in China, ARC Pacific has produced various types of

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industrial ovens, storage and packaging elements as well as industrial washers and material handling components.

“With a contemporary new web site and fresh, creative print materials developed by the Harris Marketing Group team, we are ready and well-positioned to better market our company—in the United States, Europe and China. Harris Marketing Group was pro-active in their approach...we really enjoyed working with a company where the ownership takes a personal interest and provides hands-on guidance for all aspects of a project.”

Andy Pott, Vice-President Marketing and Sales

First Federal Bank of Wisconsin is a community bank with three branches located in Waukesha. With over \$93 million in assets and serving over 3,000 households, First Federal Bank offers customers aggressive interest rates, minimal fees and exceptional customer service from professional employees. The bank concentrates on providing deposit and lending services to individuals and businesses. First Federal also offers investment services through an alliance agreement with an investment service firm.

“At First Federal Bank of Wisconsin, we focus on personal service to provide a better banking experience. Harris Marketing Group has helped us to creatively re-vamp our image and materials with a new logo and branding strategy, and updated literature and signage, to better reflect our commitment to progressive products and superior service.”

Krystal Finkbeiner, Director, Retail Sales

Located in Wales, Wisconsin, Harris Marketing Group is a full-service, multi-disciplinary, woman-owned marketing and communications agency, providing local and national clients with strategic planning, tactical execution and meticulous follow-up. The company has extensive expertise in business-to-business, institutional, high-tech and retail/wholesale marketing channels as well as commercial office and institutional product marketing.

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