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**FOR IMMEDIATE RELEASE**

## **NEFCO CELEBRATES 40<sup>TH</sup> ANNIVERSARY ALONGSIDE NEW BRANDING INITIATIVE**

**March 1, 2021** – NEFCO, a leading partner to the professional construction trades, celebrates the 40<sup>th</sup> anniversary of its founding in 1981. In celebration of this achievement, NEFCO is launching a new branding initiative that will lay the foundation for the next 40 years of growth and partnership. The new brand, built around the theme of **United We Build**, emphasizes NEFCO’s mission-critical partnerships with contractors, manufacturers, and employees.

“We have reached this monumental milestone through the hard work of our exceptional associates who have truly been partners in our success. While our name remains the same, our newly designed logo and messaging has changed to better represent who NEFCO is and how we plan to enhance our relationships with our valued customers,” states NEFCO President and CEO David Gelles

Today, NEFCO is comprised of four world-class divisions – NEFCO Construction Supply, NEFCO Engineered Supports, NEFCO Strut Service, and NEFCO Fastening Solutions with 13 locations up and down the Eastern Seaboard, from Maine to Miami.

“We have dedicated ourselves to 40 years of service and partnership, always striving to be a strong leader in the construction supply industry. As the next generation of family leadership continues to execute on our vision, we continue to be fully committed to best serving our associates, customers, and suppliers,” Gelles adds.

Alongside President and CEO David Gelles, NEFCO will continue to be led by Executive Vice President, Matthew Gelles and Senior Vice President of Operations and General Counsel, Ron Cipriano.

“We have a long-term vision for NEFCO and are focused on building a company that will last for generations,” said Matthew Gelles. “As we look to the future, we are not slowing down, we are just getting started. We are really excited about our new brand identity as we take our business to the next level and double down on our commitment to building unparalleled partnerships with the contractor.”

For more information, email: [Inquiries@nefcocorp.com](mailto:Inquiries@nefcocorp.com), visit our website: [www.GoNefco.com](http://www.GoNefco.com).

**About NEFCO** - NEFCO is a family owned and operated construction supply company providing a broad range of products and services to a large variety of professional contractors. With 13 locations along the East Coast, NEFCO provides localized, contractor-centric services including extensive industry expertise, large local inventories, fast dependable jobsite delivery, turnkey engineering services, and specialty fabrication and assembly of construction materials.

### **NEFCO**

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