



FOR IMMEDIATE RELEASE

Media Contact:

Jim Nowakowski, 847-358-4848

REFLECTIVE INSULATION MANUFACTURERS ASSOCIATION INTERNATIONAL APPOINTS INTERLINE CREATIVE GROUP FOR SEO MARKETING SERVICES

PALATINE, IL – Interline Creative Group, Inc., a full-service B2B marketing agency in Palatine, has been appointed by the Reflective Insulation Manufacturers Association International (RIMA-I) to provide the association’s Search Engine Optimization (SEO) marketing. The announcement was made by Mary Edmondson, RIMA-I Executive Director.

“As the only trade organization representing the reflective insulation, radiant barrier, and low-e reflective coatings industries, our requirements for SEO are very specific,” says Mary Edmondson, Executive Director for RIMA-I. “Our goal is to be on page one of search engines. Interline worked with us to produce a detailed plan that accounted for our company’s budget and the unique needs of the reflective insulation industry. What’s perhaps more important, they know our industry.”

One of the major benefits of Interline’s SEO services is flexibility. Rather than demanding that clients follow a pre-determined strategy for increasing Google rankings, Interline works closely with each individual client to develop a unique program that is the ideal fit for the client’s industry, objectives and budget.

“The most important first step in building a good SEO presence is determining where a business is with its online presence, and where it needs to be to maximize sales,” said Jim Nowakowski, President of Interline. “We’re honored to be selected by RIMA-I to provide SEO. The website is the most important marketing asset that any organization has.”

In addition to customized SEO services, Interline offers its clients assistance with public relations, which is an integral part of SEO, and which most typical SEO-only agencies neglect.

“If you build it, they will come has never worked,” Nowakowski adds. “SEO is about building it, driving people to it and nurturing the people who arrive.”

To learn more about Interline and its services, please call 847-358-4848 or visit www.interlinegroup.com.

About the Reflective Insulation Manufacturers Association (RIMA-I)

The Reflective Insulation Manufacturer's Association International is a group of dedicated people working together to propagate the knowledge and use of reflective insulation, radiant barriers and interior radiation control coatings (IRCCs). RIMA-I has been the major force in establishing fair ASTM standards for testing and installation procedures. RIMA-I welcomes all who are interested in promoting and directing the growth of the industry. For more information about membership or the industry, please contact Executive Director Mary Edmondson at 800-279-4123 or visit www.rimainternational.org.

About Interline Creative Group

Interline Creative Group, Inc., a leading business-to-business and business-to-consumer hybrid marketing company based in Palatine, Illinois, has been in business since 1990. Interline and its divisions provide customized services to help clients run their businesses, including: advertising, public relations, research, spiff and loyalty programs, fulfillment, distribution, list maintenance, lead follow-up, and other services such as graphic design, branding strategies and more.

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