



**Building Products
Development, Inc.**

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BUILDING PRODUCTS DEVELOPMENT HIRES NEW AGENCY FOR FRESH CREATIVE AND STRATEGIC MARKETING

Edmond, Oklahoma – Building Products Development is pleased to announce MindsEye! Advertising as its new advertising, marketing and public relations firm. Mindseye! has recently been charged with the tasks of fresh creative and planning for their print, online and public relations efforts.

Since MindsEye! boasts quite a few industrial clients on their roster, they are well versed in working with trade publications and maximizing exposure at industry shows. They are currently working to create strategic partnerships and execute marketing strategies to maximize BPD's exposure in the metal roofing industry nationwide, ensuring that the marketplace is informed of and has access to a full range of stamped components, specializing in high quality standing seam clips. They provide the largest available inventory in the industry.

"MindsEye! has provided us with a fresh perspective and have really helped us focus our efforts within the industry," stated Dale Altizer, President of BPD. "They have given us new ideas and executed them for us so that we can focus on providing our top quality stamped components, engineering and testing services."

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Building Products Development, Inc., is dedicated to providing the most state-of-the-art products for the metal construction industry. They design, test and produce standing seam clips that can easily be adapted to fit nearly any standing seam profile. The management team at BPD combines over 70 years of industry experience to ensure top-of-the-line services and products.

Mindseye! Advertising is a premiere full-service advertising, marketing and public relations firm, serving clients of all sizes with a complete range of design, marketing, public relations and online services.