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## NEWS RELEASE

PHILADELPHIA  
September 19, 2006

McDay LLC recently agreed to provide marketing communications services to The ChemPro Group, of Boonton, New Jersey. ChemPro has hired McDay to revamp its corporate web site and provide other marketing communications needs for the company.

Natalie McLaughlin, President of McDay, said, "ChemPro's web site was in need of updating. With their recent rapid growth, their original site no longer served the company's needs. We were the perfect fit."

The ChemPro Group is a full-service design-build company with 30 years of experience specializing in modular process solutions, prefabrication assemblies, and overall project management. The company has had rapid growth and expansion over the last year. They selected McDay to capitalize on McDay's technical copy and design capabilities, enhanced by the expertise and experience of the chemical engineer on staff at McDay.

Steve Lavorerio, CEO and Co-founder of ChemPro, said the company considered other communications firms before settling on McDay. He stated that "McDay's technical writing capability and web design experience was instrumental" in their decision. He reported his partner, ChemPro VP and Co-founder Charles Bambara, was also very impressed with the first draft of copy and designs for the new site and was "extremely pleased with the technical writing on the site."

### *About McDay*

McDay has served regional and national business-to-business marketing clients, providing web development, public relations, advertising, Internet marketing, and email and direct mail programs for these companies for nineteen years. McDay is currently working toward WBENC certification for women-owned businesses, one of the most widely recognized and respected certifications in the nation.

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