



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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Saudi Arabian Company Hires PR Etc. for International Marketing and Public Relations Efforts

ROCKFORD, IL (November 22, 2011) — Al Koblan K.T.P. selected PR Etc. to assist with its international marketing and public relations strategies. PR Etc. will help Al Koblan develop its message and implement sales strategies in the Saudi Arabian, Pakistani and Indian markets.

Al Koblan K.T.P. was founded in 1995 by AL KOBLAN Group of Companies for development & production of pipes and fittings for hot & cold water sanitary network solutions.

Initially, PR Etc. is conducting in-person surveys with Al Koblan K.T.P.'s sales force and customers in Dammam, Riyadh and Jeddah, Saudi Arabia. They will then provide and implement a full marketing plan to oversee the company's continued growth in its markets.

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Racine and Madison, WI.

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