

Schulte Roofing Announces Foundry512 Agency of Record

A new creative direction with a unified strategy.

AUSTIN, TEXAS, UNITED STATES, November 6, 2019 /EINPresswire.com/ -- Schulte Roofing, a top 100 leading provider of roofing assemblies and systems in the country, announces full-service Agency, Foundry512, agency of record. Schulte Roofing culminated their review in 2018 and charged F512 Agency of Record with responsibility for all creative and strategic channels. F512 will take lead on the brand's full advertising efforts.

A longtime client of F512, Schulte Roofing has collaborated with the agency for over 10 years. As a result of this successful partnership, Schulte has experienced tremendous brand growth due to F512's creative leadership and campaign execution. The agency's most recent efforts have centered around the development of a modern brand strategy to grow Schulte Roofing beyond its main service area.

F512 will begin working with Schulte Roofing's existing media partners to develop their 2020 Brand Initiative. The agency's inclusive team-based approach will ensure that previously developed branding efforts are leveraged in new service markets. Schulte Roofing will still maintain direct lines of contact between all its media partners. F512 will focus on the unification of advertising and marketing initiatives, a key component to Schulte Roofing's future success in the Bryan and College Station area.

President and F512 Founder, Aaron Henry, said this regarding the announcement: "We have enjoyed working with such a forward-thinking brand for this long. Our fruitful collaboration has helped us unify the brand vision of the future. With all of the pieces in place, the new creative and strategic direction will position Schulte Roofing for major growth in its next phase of development."

President of Schulte Roofing, David Schulte added:



A Schulte Roofing project manager with branded uniform and sales collateral.



A Schulte Roofing company truck with a custom paint jobs that match the brand's official colors.

"Foundry 512 has taken our business to a new level. Their consultations concerning our business objectives and targets are approached with sincerity and professionalism. Their goal is to make us succeed. It's a win-win. Schulte Roofing customers, Schulte Roofing the business, and Foundry512."

The new direction is set to take place November 11, 2019.

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Aaron Henry

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A drone capture of a completed roofing project.

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