

## **Emerald Brands featured in *Kitsap Peninsula Business Journal***

**BAINBRIDGE ISLAND, WA DATE TO COME** The recent rebranding of Emerald BioStructures and Emerald BioSystems recently was highlighted in the local business paper, [The Kitsap Peninsula Business Journal](#). The article entitled “*Rebrand or Not Rebrand: Why or How*” appears in the March, 2011 edition. The article features quotes from Emerald Marketing Manger Beth Bacon. Some excerpts are below:

The Emerald rebranding included new graphics, brochures, marketing materials and website (unveiled recently). Part of the reason for the rebranding was the company’s recent change of ownership: Emerald BioStructures had just divested itself of its parent company. ...

“Learning that helped the company start emphasizing their custom products. It was very helpful for the business side of things to see the potential growth,” Bacon said.

Bacon believes that businesses of any size, no matter how small, can benefit from branding research — even if as simple as asking customers about their perception of the brand.

“Small businesses definitely need a brand as much as anyone because it gives a simple, clear message,” she said. “...Asking customers is a huge way of knowing your brand: They’re forming a brand in their mind whether you give them a brand or not.”

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