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## What Advertisers say about *BIC Magazine*

### Cotton Logistics

#### Kasey Kalloch, *Business Development*



*"The Annual fish fry is not only a high quantity of folks to network with but a high quality as well, and always a good time!"*

2023 BIC Magazine Fish Fry Testimonial

### Superior Glove

#### Shane Nider, *Key Account Manager*



*"BIC has been a great industry collaborator; their team is always prepared and professional, making this a seamless partnership,"*

Published in BIC Magazine January/February 2024, Pg. 78

### CMCo

#### Chris Fontenot, *President*



*"BIC is an exceptional resource when it comes to staying updated on various aspects of the United States, ranging from refinery operations and large-scale projects to the exciting world of petrochemicals,"*

Published in BIC Magazine January/February 2024, Pg. 78

### MikoFlex Coating Solutions

#### Perry Walton, *General Manager*



*"I have received over a dozen direct inquiries from my first BIC Magazine ad and article, just in the span of a month and a half. CEOs, maintenance managers, engineers and integrity specialists from all over the U.S. and Mexico have contacted us as a result of our BIC campaign. For a small company like us, that's huge,"*

Published in BIC Magazine November/December 2023, Pg. 104

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## What Advertisers say about *BIC Magazine*

### Diamond Refractory

**Martin De Leon, *Engineering Manager***



*"My experience working with BIC has been just amazing. I know Diamond has been partnering with BIC before I came on, so well over 15 years now, and we do our bi-annual ads, so it's been great. The team has been so good to us, getting our name out there, helping us spread the word about our services to the industry and it's been wonderful,"*

Published in BIC Magazine November/December 2023, Pg. 104

### Engineering and Inspection Services

**Joe Brinz, *CEO***



*"Great experience with BIC. They understand the business well, so it makes it a lot easier for us to come to them and say, 'Hey, what do you think about this? How can we market this service?' They have the insight to work with that; it's always a pleasure working with BIC,"*

Published in BIC Magazine November/December 2023, Pg. 104

### WaterJet Technology Association

**LeAnn Hampton, *Association Manager***



*"We couldn't accomplish what we do without Leslie (Smith, editor). She keeps us on schedule, is patient, giving us gentle reminders and her editing of copy helps ensure that we're publishing information that is professional and easy to understand,"*

Published in BIC Magazine November/December 2023, Pg. 104

### Aspen Aerogels

**Chris Abeles, *VP of U.S. and Latin America sales***



*"We find BIC to be a wonderful one-stop-shop for what's going on in the industry and important to us. Like most people, we don't have infinite resources, so utilizing a resource like BIC is essential to make sure we're focused on the right things and talking to the right people. It's been a great partnership."*

Published in BIC Magazine September/October 2023, Pg. 122

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## What Advertisers say about *BIC Magazine*

### Ward Vessel & Exchanger

**Kyle DeArmon, Business Development Manager**



*"BIC has been a great resource for us. They have always been helpful for any area in need. When we call upon them and ask for information and resources, they're always there to help provide it."*

Published in BIC Magazine September/October 2023, Pg. 122

### WillScot

**Fred Gossen, Director of Business Development**



*"I think anyone in the downstream space, especially companies in Louisiana or Texas, need to know that BIC is the place to go."*

Published in BIC Magazine September/October 2023, Pg. 122

### Shep Boys Waste Management

**Russell Shepard, President and CEO**



*"BIC has been extremely instrumental in our success and expansion into the industrial industry. They have shared all their resources with us and are constantly educating us on the landscape of the industrial world. We have been very happy with our relationship with BIC and look forward to the continued relationship and success."*

Published in BIC Magazine July/August 2023, Pg. 117

### Lodge Lumber

**Shiri Foster, Marketing and Business Development Coordinator**



*"BIC Magazine Editor Leslie Smith has done a good job of making sure we are on track with editorials and deadlines with ads, so this 2023 year should be smooth for us."*

Published in BIC Magazine July/August 2023, pg. 117

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## What Advertisers say about *BIC Magazine*

### TF Companies

#### Larry Johnson, *Controller*



*"BIC Alliance has been a leader in this industry, providing information that is read throughout oil & gas, petrochemical, the construction business and the community."*

Published in BIC Magazine July/August 2023, pg. 117

### Cadence Bank

#### Taylor Ducoff, *Executive VP of Commercial and Industrial Lending*



*"I have been referencing BIC for years to stay up to date with developments in industrial markets. I really enjoyed participating with the BIC Digital Media team to discuss recent events in the financial sector and the potential impact they may have on project funding within the downstream industrial sector. BIC's resources are awesome."*

Published in BIC Magazine May/June 2023, pg. 120

### Structural Group

#### Shannon Hassinger, *Marketing Manager*



*"BIC has had such a positive impact on Structural over the years. We have witnessed first-hand the success of their supportive and dedicated team as they maximize our exposure across their platform. They have helped us protect and save lives within industrial facilities by sharing our message about managing critical concrete infrastructure. Thank you, BIC!"*

Published in BIC Magazine May/June 2023, pg. 120

### Christy Catalytics

#### Vernon Christensen, *VP of Business Development*



*"BIC Recruiting recently filled a very important new position for our company that will allow us to grow our revenue and profitability even further and we are extremely excited about this."*

Published in BIC Magazine May/June 2023, pg. 120

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## What Advertisers say about *BIC Magazine*

### **Blasters Inc.**

#### **Douglas Elliott, VP of Certified Equipment and Rentals**



*"Over the years, I have had the opportunity to work with many publications and advertising groups and without a doubt, the BIC Alliance group has outperformed each and every one of them, Their publication is one of the best in our industry and keeps our company informed of new technology, new companies and old friends. We have also been lucky enough to attend and exhibit at the Crawfish Boil, a great networking opportunity for all those who were there. Tom Derrah, whom I have known for years, is a true professional and friend and is a great reflection of the company BIC has become."*

Published in BIC Magazine March/April 2023, pg. 110

### **Stallion Infrastructure Services**

#### **Cheryl Walters, VP of Stallion**



*"I want to thank the entire BIC team for your terrific customer service and warm hospitality throughout our recent ad placement process. We were excited about the coverage Darron and our company received in the January/February edition and our ad placements we have planned in each upcoming issue."*

Published in BIC Magazine March/April 2023, pg. 110

### **USA Industries**

#### **John Platt, Outside Sales Representative**



*"We've had a good relationship with BIC. We've placed several items in the magazine and the online newsletters throughout the years and have had a lot of feedback, either direct call-ins or emails from things that people have seen. So, we want to thank BIC for giving us that opportunity to reach people who we wouldn't have been able to reach on our own."*

Published in BIC Magazine January/February 2023, pg. 107

### **Industrial Tent Systems**

#### **Jessica Woodward, Inside Sales Representative**



*"I love the people at BIC. Everybody's super nice and friendly and BIC placed me with Industrial Tent Systems and Lodging Solutions, so they have a big place in my heart."*

Published in BIC Magazine January/February 2023, pg. 107

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## What Advertisers say about *BIC Magazine*

### SMS Industries

#### **Brandon Kangas, Director of Business Development**



*"It has been a great experience working with the creative team at BIC. They have done a fantastic job collaborating with us during this process to solidify the type of message and content we believe will be impactful and help us reach our goals. If you are looking for a medium to share your company's skills and offerings, I don't know of another source that is more established and recognizable in our industry."*

Published in BIC Magazine January/February 2023, pg. 107

### Dräger

#### **Heather Vorce, Senior Marketing Manager for Rental and Safety Services**



*"It's been great. We've really been growing and evolving with BIC for many, many years. When we opened up our safety headquarters in 2017 in Houston, we partnered immediately with BIC, and we've both grown a lot in our partnership along the way. From the live events to print and digital campaigns, it's been an extremely successful partnership for us."*

Published in BIC Magazine November/December 2022, pg. 114

### BlackHawk Datacom

#### **Walt Messa, Chief Business Development Officer**



*"The people that we've interfaced with have been just a pleasure to work with and very accommodating. We asked BIC for some changes to your model and you accommodated us. The process was very seamless and the BIC team helped us create content and did excellent editing for us."*

Published in BIC Magazine November/December 2022, pg. 114

### Decision Point Associates

#### **Michael Fleming, CEO**



*"I want to thank your team —Tom Derrah, Jana Stafford, Tyler Amsden and Brad Martin — for their easy, calm and professional engagement from sales to insertion for our native ad. We help people stay safe! And the BIC team helps people stay connected, informed and interested in a diverse industrial world."*

Published in BIC Magazine September/October 2022, pg. 144



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## What Advertisers say about *BIC Magazine*

### Aspen Aerogels

#### Justin Rispoli, *Sales Manager of Global Projects*



*"The experience with BIC has been outstanding. The quality of the product that you put out and the resources that are available to us through BIC – whether it's the job site recruiting or the email blasts that come out with just industry news – help keep us up to date on things that we might not have seen otherwise. It's just a really terrific organization to be working with and we appreciate everything you guys do for us. We find a lot of value in the partnership and are happy to be working with you."*

Published in BIC Magazine September/October 2022, pg. 144

### Cherry Cos.

#### Mark DeWitt, *General Manager*



*"After setting some very aggressive sales goals, Cherry Cos. started advertising in BIC back in 2008,"* said Mark DeWitt, vice president of operations for Cherry. *"Since then, we have seen a double-digit increase in the number of sales leads, and this seems to climb each year as BIC continues to broaden its reach. We prize BIC as an advertising partner and look forward to working with BIC for a long time, as well as expanding our campaign to include other aspects of our company."*

Published in BIC Magazine July/August 2022, pg. 140

### Continental Fabricators, Inc.

#### Tom Gerstenecker, *VP of Sales and Estimating*



*"Establishing a relationship with the amazing people at BIC has provided us additional opportunities to network and meet other key people we previously may have not been exposed to. We have made new contacts we feel we wouldn't have made without advertising in BIC. We also have had a few previous customers contact us and say they see our ad in BIC every month, which reminds them of our capabilities and quality-fabricated products."*

Published in BIC Magazine July/August 2022, pg. 140

### Hancock Whitney

#### Wesley Williamson, *Assistant Vice President*



*"BIC actually introduced us to a multitude of other people. Predominantly, it's been in the fabrication, manufacturing space with mutual contacts through the BIC Alliance. Some cases it's been through events, and other times it's just been networking and reaching out."*

*"The key reward for us has been meeting people that, honestly, we probably wouldn't have met before. We actually got a new client last year in the middle of COVID through BIC. They had no idea who we were, and we had no idea who they were. (BIC President) Jeremy (Osterberger) actually put us in contact and said, 'Hey, you guys should talk.'"*

Recorded during Downstream USA 2022, June 8-9, 2022 at NRG Center, Houston

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## What Advertisers say about BIC Magazine

### Knight Industrial

#### Shelby Knight, *Chief Marketing Officer*



*“What I like about BIC is it's more of a partnership. It's not, ‘you run your ad and then you're done.’ It's a, ‘Hey, are y'all going to this event? I want to come get pictures of you, put your picture in the magazine.’ It's more of a partnership. BIC gives us some contacts and just different features on social media.”*

Recorded during Downstream USA 2022, June 8-9, 2022 at NRG Center, Houston

### Tray-Tec, Inc.

#### Jose Alas, *Outside Sales Representative*



*“BIC brings a lot of value to the table. I think one of the things that I enjoy the most is I'm able to call (our Account Executive) at any point in time, and she's going to answer the phone, and she's going to give me information that I need. So, I'm very happy with BIC. I'm blessed to have BIC on my side and definitely, hopefully, we can continue to do that.”*

Recorded during Downstream USA 2022, June 8-9, 2022 at NRG Center, Houston

### SWAT

#### Jimmy Quick, *Vice President*



*“When we started SWAT, we did not have a desk in our office back in late 2013. One of the first people we called was BIC so that we could get our name out there, and BIC came and sat down in our kitchen because that was the only place that we had a table. We feel that BIC's been instrumental for SWAT in terms of branding, getting our name out to the industry. We were a year-old company at the time, let's say, and we would walk into a customer, and they felt like they knew us. They felt like we had been around for 30 years, but we hadn't. And I believe a lot of that had to do with how BIC promoted us. And so, we're actively involved with BIC every year, and we appreciate the partnership.”*

Recorded during Downstream USA 2022, June 8-9, 2022 at NRG Center, Houston

### USA Industries

#### John Platt, *Outside Sales Representative*



*“We've actually had a very good relationship with BIC. We do have a number of things in BIC magazine as well as emails that go out. And from what I've heard from our marketing manager, we've had a lot of feedback from that—either direct call-ins or emails from things that they've seen. So, we definitely want to thank you for giving us that opportunity to reach people that we wouldn't have been able to reach on our own.”*

Recorded during Downstream USA 2022, June 8-9, 2022 at NRG Center, Houston



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## What Advertisers say about BIC Magazine

### IMPACT

#### Kevin Hilton, CEO



*"I have been reading BIC Magazine for years, long before I assumed my current role," Hilton said. "I recognize BIC to be the voice of the industry in the Gulf Coast region. BIC has opened the door to many new relationships that would have been nearly impossible to attain. It is a great way to reach industrial users in the region."*  
Published in BIC Magazine March/April 2022, pg. 120

### Alliance Safety Council

#### Joelle McGehee, Vice President of Business Development



*"BIC is a great option for companies looking to get in front of a variety of industries," said Joelle McGehee, vice president of Business Development. "At Alliance Safety Council, we have several different programs and products, and BIC allows us to tap into a diverse readership. BIC also offers us an opportunity to reach the right people and tell our story, which spans over six decades. Our partnership with BIC has helped us in many ways over the years. They're always extremely responsive. If we're looking to connect with a particular person or division, they really come through for us. They're great at helping us make those connections."*

Published in BIC Magazine Jan/Feb, pg. 108

### Mustang Sampling

#### Deborah Sill, Director of Marketing and Communications



*"BIC is very beneficial if you are trying to get your brand in front of the right people throughout the Gulf Coast. Someone at Mustang walked into a client's office, and BIC Magazine was open on the table," said Deborah Sill, director of marketing and communications, Mustang Sampling. "That's proof BIC is being read by our customers. We have received a lot of positive feedback from our marketing pieces in BIC, especially on the recent executive profile about Mustang Sampling Owner and CEO Kenneth Thompson. We believe that increasing our written pieces in BIC will help increase the knowledge base regarding gas sampling and the importance behind how and why it is done."*

Published in BIC Magazine Jan/Feb, pg. 108

### Excel Modular Scaffold

#### Dylan Fulton, Vice President



*"Excel Modular Scaffold targets the majority of its marketing budget with BIC. That effort continues to be a huge success as we have gained exposure not only on the Gulf Coast but also throughout the U.S. market. We feel BIC is an excellent platform to highlight the innovative and 'value-added' service capabilities we offer to the industry."*

Published in BIC Magazine Nov./Dec. 2021, pg. 122

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## What Advertisers say about *BIC Magazine*

### Houston Area Safety Council

#### Luis Aguilar, *President and CEO*



*“BIC has been particularly effective for us in that it reaches both the owners and contractors in the industrial market. We saw immediate feedback from the advertising and have been working closely together with them ever since. Simply put, BIC is well read and respected in our industry.”*

Published in *BIC Magazine* July/Aug. 2021, pg. 124

### CLIMAX

#### Dave Baker, *Corporate Vice President of Sales and Marketing*



Dave Baker, corporate vice president of sales and marketing for CLIMAX, said BIC has been a great resource for his companies.

*“The response has been great,” Baker stated. “It’s terrific when we host customers at our facilities. They pick up BIC Magazine and see our brands represented. BIC reaches all the markets that utilize our products and services, and this makes BIC a great fit for us. The great folks at BIC have helped us get much closer to some of our targeted markets. I get inquiries from several trade magazines, but none have been as responsive and cooperative like BIC. Not only have we seen BIC at trade shows, but our BIC reps have also introduced us to new trade shows and opportunities we wouldn’t have known otherwise, and we are actively pursuing those opportunities.”*

Published in *BIC Magazine* May/June 2021, pg. 130

### RedGuard

#### Tim Taton, *Chief Operating Officer*



*“We appreciate all that BIC does on our behalves and remain appreciative of our opportunity to use its publication as a vehicle to reach our audience. BIC helps us get the word out as to who we are, what the product offering we have is, and just connect with various people in the business. It’s been a very positive relationship and one we look forward to continuing going forward.”*

Published in *BIC Magazine* May/June 2021, pg. 130

### Woven Metal Products

#### Heather Bennett, *VP of Strategy and Marketing*



*“We wanted to advertise with the leading publication in the space and the one that people know about, respect and use. BIC helps us reinforce our brand. Our relationship with BIC has been great. They are very responsive, and one of the things we have enjoyed most about our relationship is the added benefits that come with our campaign. BIC’s ability to help share our news and connect us with other BIC Alliance members has been great. And the other value-added services they can offer such as recruitment services are nice to know where to.”*

Published in *BIC Magazine* March 2021, pg. 100

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## What Advertisers say about BIC Magazine

### Proco Products Inc.

#### Miquel Williams, Advertising and Marketing Manager



*"We are always looking for ways to get more information out about Proco Products and who we are. BIC has been extremely helpful in making sure they support that initiative by helping us to publish as much content as we can. I, for one, know that BIC can be used for so much more: press releases, employee profiles, etc. My goal is to feed as much content into BIC as possible.*

*"It is well worth the advertising dollars. Working with a company that is not only passionate about the industry, but also takes care of its customers, is golden. The business relationship is truly a joint effort between publisher and advertiser. With the tradeshow I attend, I have noticed that a BIC representative always makes it a point to stop by and check in with us. It's always nice to have them stop by to say they appreciate us and our business."*

Published in BIC Magazine September 2020, pg. 88

### BHI Energy

#### Greg Whitaker, Sales Director



*"I was introduced to BIC through many site visits with customers where the magazine was on their desks or in waiting rooms," said Greg Whitaker, sales director of BHI Energy. "I picked up a copy at a conference and read through it. I knew once I read it and saw the focus on our industry customers, I had to be part of it.*

*"We use BIC Magazine as our newsletter to let everyone know how we are expanding in the market. We have received very positive responses as well as many comments on the articles and information we have presented to the industry. Advertising in BIC is a definite must for companies that want to deliver their message to the market. BIC is the first investment any company should make to contact its customer base."*

Published in BIC Magazine August 2020, pg. 104

### Code Red Safety

#### Tommy Clark, Vice President



*"Code Red Safety was extremely excited to partner with BIC Magazine and initiate a 12-month marketing campaign," said Clark. "BIC Magazine's value proposition is hard to match. If you want help to grow and expand your brand, BIC is the right choice. "BIC's entire team has been a pleasure to work with. BIC offers way more than just an article or marketing piece in the magazine. If your team wants to connect with high-level industry leaders, BIC has a very robust database of contacts to help you connect the dots. "Thank you, BIC, for your continued support and the value you bring to our industry and community. We look forward to growing our partnership."*

Published in BIC Magazine August 2020, pg. 104

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## What Advertisers say about BIC Magazine

### Carboline

#### Jane Woodall, *Creative Lead*



*"Carboline would like to thank BIC Magazine for the continued partnership and for giving us the opportunity to connect with our customers each month," said Jane Woodall, creative lead at Carboline. "BIC Magazine is a quality publication that serves our industry well with relevant and timely information and trends, and we are proud to be a part of it. Through our ad program, we have made connections with distributors, vendors and customers, and we look forward to growing these relationships with the help of BIC."*

Published in BIC Magazine June/July 2020, pg. 130

### Tower Force

#### Whitney Strickland, *Vice President of Sales*



When Whitney Strickland, vice president of sales for Tower Force, went to visit a particular chemical plant for the first time, the management there was familiar with the company before Strickland ever arrived.

*"They told me they had learned about us from BIC," Strickland said. "This actually happens to me quite a bit, and it makes the sales process much easier. When people know what you do and are familiar with your work history, there's no learning curve on the client, and people are quicker to share their needs with you."*

*"There are a lot of other services outside the magazine that come with the marketing program," Strickland added. "We have worked with BIC on direct mailouts, database projects, reprints for sales support and recruiting projects."*

Published in BIC Magazine May 2020, pg. 126

### Bayou City Industrial Contractors

#### Aaron Shermer, *President of Operations*



*"Using BIC Magazine was a very easy choice to help elevate the brand of Bayou City Industrial and focus on our marketing efforts. I've always turned to BIC Magazine for the latest in industry news and have never been let down. I've learned so much about other companies through BIC Magazine as well."*

*"There is no 'magic button' when it comes to marketing, but BIC is the closest thing to one in the industry. With our campaign in BIC Magazine, we've received brand recognition and exposure to new clients. We were so thrilled to see Bayou City Industrial's four-page insert in the March 2020 issue as well. Today, our brand is stronger than ever, and the relationships with our customers are growing more and more because we've included them in our BIC Magazine materials."*

Published in BIC Magazine April 2020, pg. 114



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## What Advertisers say about *BIC Magazine*

**LGH**

**Tony Fiscelli, President**



*"LGH chooses to advertise with BIC Magazine because we know this publication gets in front of our customers,"* said LGH President Tony Fiscelli. *"BIC Magazine is highly visible at the major tradeshow, and we have run several ads, editorials and inserts over the years. BIC employees are always very helpful and work well with our marketing team. LGH has undergone significant growth in a short period of time, and we're excited to have BIC with us going forward. We want to thank BIC for everything they've done for us and look forward to continuing the partnership."*

Published in BIC Magazine March 2020, pg. 106

**Total Boiler & Mechanical LLC**

**John Derrick, President**



*"I met BIC Alliance's Tom Derrah and Thomas Brinsko shortly after starting my company. We stayed in touch, and I was looking for a means of achieving name recognition. After looking deeper into our options, BIC Magazine became the clear choice."*

*"For our initial campaign, we were primarily looking for name recognition with the intent of reaching petrochemical and refinery personnel. What we have found is that we have also reached engineering firms in need of our services."*

*"So far, the response has been great. While we were aiming for name recognition, we are actually getting RFQs from potential customers."*

Published in BIC Magazine March 2020, pg. 106

**Axis Mechanical Group**

**Janice Gilbert, Vice President of Corporate Account Development**



*"Axis Mechanical Group's return on investment (ROI) in BIC Magazine has been proven hands down in black and white results,"* said Janice Gilbert, vice president of Corporate Account Development of Axis Mechanical Group. *"As a result of our ad in BIC, we received a phone call from a corporate-level rep inquiring about our services and a visit. We're currently establishing a relationship to do business with several sites nationwide. Thank you, BIC Magazine!"*

*"We also have had proven productive responses from BIC's quarterly lead generation service, initiating new relationships for future business. Axis would highly recommend investing in BIC Magazine's marketing tools. We have an open door to anyone who would like to call or come by for a personal testimonial or reference to BIC Magazine's ROI!"*

Published in BIC Magazine February 2020, pg. 100



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## What Advertisers say about *BIC Magazine*

### Dampney Co. Inc.

#### Dennis Aikman, *Sales/Tech Service*



*"With BIC Magazine, you get more bang for your buck than you do with any other trade publication. The time BIC's team spends with organizing conference calls, setting up ads and articles, putting together product news releases and trade show invitations, and inviting marketing partners' customers to subscribe to BIC makes for such great value-added services. I know the partnership is successful for us and for BIC. It really is a pleasure working with the BIC team."*

Published in BIC Magazine December 2019/January 2020, pg. 122

### Eco-Staff

#### Harry Black, *Co-Founder*



*"Ever since we started advertising in BIC, we have booked several contracts directly from the exposure, plus we have received numerous calls from other prospective clients. We continue to utilize BIC's database service and its gift subscription program, and the articles and ads we run help us a ton. BIC has generated other opportunities for us outside the magazine, and we are getting direct referrals for companies that require our services. We have been extremely pleased with our investment."*

Published in BIC Magazine September 2019, pg. 138

### Ohmstede Industrial Services

#### Buddy Tucker, *Vice President of Sales and Marketing*



*"As far as reaching the industrial market, I don't think there is a better way to get your message to the real decision makers. I see BIC everywhere I go. Ohmstede has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC's database, which is second to none. Another recurring benefit is networking events with BIC and other BIC members. But for me it's more than getting your message into the marketplace. BIC's staff has always been so professional and responsive. Whether I'm planning out the year or if I'm in need of assistance from the road, I can count on a prompt and accurate response."*

Published in BIC Magazine April 2017, pg. 114

### Evergreen North American Industrial Services

#### Jon Hodges, *Founder and CEO*



*"We decided to partner with BIC because they are well-known throughout the industrial sector. The response has been very positive. We have established ourselves as an industry leader in safety and service quality, and BIC has played a significant role in that effort."*

Published in BIC Magazine February 2017, pg. 98

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## What Advertisers say about *BIC Magazine*

### StoneAge

#### Bill Shires, *Solutions Director and Marketing*



*“As I saw more and more of BIC Magazine on their waiting room coffee tables, I brought copies back for our marketing team,”* said Bill Shires, Plant Solutions director at StoneAge Inc. *“BIC Magazine has become a primary and effective marketing opportunity for StoneAge. I feel the response from BIC Magazine has been positive. When I see the latest issues in my customers’ offices and trucks, I feel we are getting the word out about our new products. Several other publications are a hybrid of residential or light-industrial cleaning, while BIC is helping us communicate directly with the industrial plant and contractor personnel. With the database prospecting, this is the most beneficial information StoneAge has received from any publication by far. The contacts are specific to the personnel we are looking to reach out to.”*

Published in BIC Magazine March 2016, pg. 118