



PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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### **PR Etc. Named Agency to Assist R&D Tool with Marketing Initiatives**

**ROCKFORD, IL (June 17, 2010)**—PR Etc. was selected by R&D Tool to assist with its marketing and communication initiatives. The company will work with the R&D team to develop messaging, target audience identification and new branding and collateral materials including a logo, tagline, website, signage, promotional materials and newsletter.

R&D Tool, based in Lake Villa, is a full-service developer and integrator of custom automated systems. With more than 30 years of experience R&D Tool has a proven history of delivering high quality systems that maximize the profits of the customers it serves. Its expansive capabilities – from building customized fixtures and prototypes to fully automated and integrated systems – serves clients in the medical, pharmaceutical, consumer goods and biotechnology industries.

PR Etc. ([www.pretc.net](http://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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