

## FOR IMMEDIATE RELEASE

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### Fire Protection Firm Fires Up New Brand

The fire protection engineering design and life safety consulting firm, Koffel Associates, sent its old brand identity up in smoke by firing up a new identity.

To better communicate its core engineering and consulting services and its position as the authority on fire protection codes and standards, the firm launched its new brand with a new logo, stronger client-focused messaging and a revamped website.

"It was time," said Bill Koffel, president. "We're celebrating the firm's 25<sup>th</sup> anniversary so this was the ideal time to evaluate our presence in the industry and take stock of what makes Koffel the renowned firm that we are. This process has defined a clear path for our continued growth and for our strengthened ability to meet the needs of our local, national and international clients."

#### About Koffel Associates

Koffel Associates is a fire protection and life safety engineering design and consulting firm, recognized as an expert in the fire protection and life safety aspects of codes and standards. Headquartered in the Baltimore-Washington metropolitan area, Koffel provides consulting; engineering design & construction administration; codes & standards development; seminar development & training; product testing & evaluation / representation; and litigation support to public and private clients worldwide. Since 1986, Koffel Associates' team of industry leaders and staff—fire protection engineers; registered engineers; NICET-certified technicians; code officials; and authorized National Fire Protection Association (NFPA), Centers for Medicare & Medicaid Services (CMS) and International Code Council (ICC) trainers—have met the design and consulting needs of its clients.

For logo graphic requests, please contact Gayle James at 410-750-2246 or [gjames@koffel.com](mailto:gjames@koffel.com).

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