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Media Contact: Payton Heilman
Design At Work
832.200.8229
payton@designatwork.com

Depco Vows to Generate More
Industry Powerhouse Unveils New Image

HOUSTON – February 22, 2011 – Depco Power Systems is proud to announce the launch of its new marketing campaign: Generating more. The new image exemplifies the company’s commitment to continued growth and customer satisfaction.

As a supplier and buyer of new, used and rebuilt power generation equipment, the company updated its image to increase top of mind awareness and to establish Depco as a recognizable brand in the industry.

“Generating more fully describes our goals at Depco. We make it our mission to provide more service, more products, and more possibilities for our customers,” said Dick Davis, president of Depco Power Systems. “It’s this go above-and-beyond mentality that drives us as a company, and it’s what we want to be known for.”

Design At Work, a full-service advertising and public relations firm based in Houston, worked closely with Depco to develop the new campaign. The new image will appear on all marketing collateral including direct mail pieces, Depco’s recently launched website and eNewsletters for branding consistency.

Depco Power Systems is the leading, independent provider of new, used and rebuilt power generation equipment. Serving clients worldwide, Depco’s core inventory includes a wide variety of diesel generators and engines, natural gas generators and engines, marine engines and transmissions, power units and transfer switches. For more information, please visit www.depco.com.

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