



**The High-Touch High-Tech Recruiters™**

## **TransTech IT Staffing Distinguishes Itself With Its High-Touch Approach**

*New Identity and Positioning Highlights Firm's Formula for Success in Crowded Sector*

**CHICAGO, IL October 11, 2011** – TransTech IT Staffing, a nationwide provider of contract, contract-to-hire, and direct hire services of IT professionals, announced today that it has just completed a major rebranding of its corporate identity. The initiative includes the creation of a new logo, new tagline, new positioning statement, and new domain name ([www.TransTechIT.com](http://www.TransTechIT.com)).

Developed by the Chicago-based brand strategy and design duo, Get Stirred Up, the new branding highlights the consistent feedback gleaned from interviews with many of TransTech's key clients. That process revealed that the firm consistently goes the extra mile to build and nurture close relationships with its clients, the professionals it places, and the professional associations in the communities where it does business. A category audit revealed that this "high-touch" approach is a highly distinguishable trait in what is considered to be an otherwise transactional business. The firm's senior management pointed to this consistent feedback as the likely reason for its steady growth and repeat business over the past 21 years.

The new corporate identity for TransTech IT Staffing showcases a monochromatically-colored and interwoven grid, punctuated by a small number of brightly-colored elements. This design is intended to graphically demonstrate the seamless integration and structural support of the professionals TransTech places within its clients' organizations. The grid also reinforces the dominant (and anchoring) letter "T" within the company name.

TransTech's new tagline boldly states its unique positioning with the simple and ownable phrase: "The High-Touch High-Tech Recruiters." The firm's founder and CEO, Mary Davenport, explains: "Our new identity and tagline now clearly reinforce all the values that are at the core of who we are as a company and what we're known for among our clients, our consultants and our colleagues. Trust, personal attention, responsiveness, and most importantly, going that extra mile in that 'high-touch' way have always been hallmarks of TransTech IT Staffing. My team and I are very proud of this and are looking forward to reminding our clients of this steadfast commitment through our new look."

### **About TransTech IT Staffing**

Headquartered in Itasca, IL, with satellite offices in both downtown Chicago and Dallas, TransTech IT Staffing is a leading provider of contract, contract-to-hire, and direct hire services of IT professionals. A Women Business Enterprise (WBE)-Certified IT recruiting firm, it has been delivering professional, flexible, and personable recruiting services since 1990. The firm serves a national clientele on a local, regionalized basis and is a Tier One vendor at a number of Fortune 500 companies. It also has expertise in working within Vendor Management System (VMS) models. It primarily focuses on the healthcare, insurance, finance, state and local government, and banking industries. The firm offers a wealth of recruiting experience and expertise, a vast network of candidates, and an unwavering commitment to building strong and lasting relationships with its clients, the consultants it places, and the professional communities in which it operates. For more information, please visit [www.TransTechIT.com](http://www.TransTechIT.com)

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### **Media Contact**

Rebecca Everding, Director of Marketing, TransTech IT Staffing  
630-625-1066 or [reverding@TransTechIT.com](mailto:reverding@TransTechIT.com)