

LYERLY LATIMES



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Wilbert Plastic Services Featured In Industry Publication

Manufacturer Wilbert Plastic Services will discover headlines again this October in a full-length feature in trade industry publication *Plastics Technology*. The spotlight article will highlight the company's thermoforming practices – one of its two means for manufacturing plastic parts and assemblies for a variety of markets. *Plastics Technology's* editorial director as well as another editorial staffer visited Wilbert's Belmont, N.C., headquarters and plant in late

July for a comprehensive interview with CEO Greg Botner and a facility tour. As part of Lyerly's ongoing public relations services for Wilbert, the team conducted media prep prior to the interview as well as follow up during the article editing process.



Plastics Technology editorial director Jim Callari interviews CEO Greg Botner.



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Wilbert's CEO Greg Botner displays the medical enclosure of an MRI machine at the company's Belmont location.

Gaston Builds Buzz For Gigabit

There's high-speed internet. Then there's gigabit internet: reliable, high-speed-symmetric connectivity with download and upload speeds of one gigabit per second. For our non-tech-savvy audience, that's 100 times faster than typical internet. (Think 500 photos in one second.) Delivered via fiber optics directly to businesses and residences, gigabit technology is now the gold standard for many enterprise networks. And leaders want to bring it to Gaston County. LA created billboard advertising for GastonGigabit.com aimed at driving demand for the cutting-edge technology and emphasizing its impressive "wow" factor.



Ray Jenkins (center) of R&R Powder Coating stands with Elaine Lyerly (left) and Melia Lyerly (right) in front of the Agency's new outdoor art.

LA's Parking Lot Art

When mulling the idea of a new property-line fence for the parking lot located behind the agency, LA owners Elaine and Melia Lyerly wanted more than boring chain-link or stale wooden stakes. They wanted art. They needed the creativity outdoors to reflect the creativity stirring inside the firm. So they turned to the experts – their own clients. At Gastonia's RWM, casters and other wheel applications are routinely cut from large sheets of steel. These steel sheet "skeletons" provided the unique design and layout for the parking lot fence. For vibrant color, LA turned to client R&R Powder Coating. The Dallas, N.C., business offers superior powder coating solutions to the industrial and consumer market. Using a specific color palette, R&R's team brightened LA's metal fencing to reds, greens, yellows, oranges and blues in a pristine, outdoor-durable finish. The technicolor results add a splash of attention to an otherwise dull asphalt terrain – aptly matching the creative vibe inside the agency.