



PRESS RELEASE

For Immediate Release

March 14, 2017, Oakland, CA, WA Rose Construction, 510.444.2723,
jocelyn.newell@warose.com

Oakland's W.A. Rose Construction Launches New Website, Updates Brand

W.A. Rose Construction launched its new [website](#) in February. The new site is much more comprehensive and highlights the company's work in the commercial, nonprofit, school and public works sectors as well as residential remodels. The new website's [Projects](#) section showcases the company's work on a wide range of projects, from ongoing work for the City of Piedmont and CalTrans, to major structural repairs to Oakland's low-income Madrone Hotel.

The site also emphasizes W.A. Rose Construction's certification as a Small Local Business Enterprise (SLBE) with the City of Oakland, County of Alameda and Port of Oakland. This certification demonstrates the company's commitment to the local community and also makes W.A. Rose an ideal partner for larger construction companies seeking a collaborator to meet local participation requirements.

W.A. Rose Construction has also refreshed its logo. The new logo still features the rose, but it's a newer, modern version, with a more contemporary font.

According to General Manager Jocelyn Newell, "As part of our new website upgrade, we decided it was time to also refresh our logo. Like the construction projects on which we work, our goal was to create a fresher, more updated look, while keeping the strong elements of our overall brand. While our logo has changed, we're still the same construction company that our clients have been relying on for more than 80 years. You can still count on W.A. Rose for a professionally managed job site, skilled craftsmanship, careful preplanning and the ability to meet timelines and budgets."

W.A. Rose Construction specializes in commercial, schools and public works, and residential construction. W.A. Rose, located in Oakland's Uptown neighborhood, has been part of the East Bay landscape for more than 80 years. In addition to commercial retrofits and tenant improvement projects, W.A. Rose routinely does work for local union halls, CalTrans and the City of Piedmont as well as high-end residential remodels. As a SLBE, W.A. Rose has built a network of reliable, skilled craftsmen that ensures consistently high-quality results. The company's craftspeople are committed to quality and have an enviable track record of finishing projects on time and on budget.



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