

PWX Solutions

a PubWorX company

PubWorX Rebrands as PWX Solutions; Expands Marketing Expertise to Encompass New Verticals

NEW YORK - August 31, 2021 - PubWorX, the publishing industry's leading direct marketing and production agency, announced today that the company will rebrand as PWX Solutions. This repositioning reflects the company's expansion from its origins as a media-focused solutions provider to include non-profits, ecommerce, and continuity businesses. Consumer Marketing, Production and Paper Procurement remain important aspects of the services; the new name, PWX Solutions, acknowledges the organization's effective application of direct marketing services and digital talent to meet the diverse goals of its evolving client base.

PWX Solutions promises to combine custom offerings with scale and efficiency to drive transformational change, reach desired audiences and grow businesses and fundraising efforts for media partners, nonprofit clients and continuity marketers. The company will continue to develop multichannel marketing strategies to turn prospects into long-term customers and donors. It will also continue to provide resources to optimize operations and deliver quality, sustainable print and digital production services.

"Our expertise has proven to drive client success across a variety of business models and industries, with creative, custom programs that encompass both digital and print channels," said Chief Marketing Officer John Kulhawik. "We will continue to offer the same full-service marketing and production services we are known for, alongside new solutions that will allow us to support our partners more holistically."

CEO Al Perruzza said, "We leverage best practices, economies of scale, and data analytics to help both large and small clients maximize their existing audience, while growing and improving results and profits."

PWX Solutions is poised to provide its partners with marketing support, business intelligence, and custom programs for long term success. Its comprehensive marketing solutions optimize creative, offers, and audience targeting – all while managing aggressive cost controls that ensure maximum ROI on promotional budgets. Expansion into new verticals and a growing client roster will further company initiatives to evolve within a continually changing marketplace.