Industrial Marketing Specialists Announces Strategic Marketing Partnership With EVR Products

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Oconomowoc, Wisconsin - January 13, 2026 -
Industrial Marketing Specialists, a full-service industrial marketing agency, announced a new strategic marketing partnership with EVR Products, a manufacturer of engineered sealing solutions serving demanding industrial applications. The collaboration formalizes Industrial Marketing Specialists? role in supporting EVR Products? marketing strategy as the company continues to expand its visibility and outreach within the industrial manufacturing sector.

The partnership brings together Industrial Marketing Specialists? experience in industrial branding, digital strategy, and technical market positioning with EVR Products? established reputation for producing precision-engineered seals and related components. Under the agreement, Industrial Marketing Specialists will oversee a range of marketing initiatives designed to strengthen brand alignment, improve discoverability across digital channels, and support long-term growth objectives for EVR Products.

EVR Products has built its operations around supplying sealing solutions used in environments where performance, reliability, and material integrity are critical. As market conditions evolve and industrial buyers increasingly rely on digital research during procurement, the company identified the need for a structured and

specialized marketing approach tailored to industrial audiences. Industrial Marketing Specialists was selected following a review of firms with demonstrated experience in complex industrial markets.

Suzanne O?Connell, CEO of Industrial Marketing Specialists, said the partnership reflects a shared understanding of how industrial companies must communicate in a competitive and information-driven landscape. ?EVR Products operates in a highly technical space where accuracy, clarity, and consistency matter,? O?Connell said. ?Our team focuses on translating complex industrial capabilities into clear, credible messaging that supports informed decision-making across engineering, procurement, and operations audiences.?

The engagement includes strategic planning and execution across multiple marketing disciplines commonly required in industrial manufacturing, including brand positioning, content development, and digital presence optimization. Industrial Marketing Specialists will work closely with EVR Products to ensure marketing initiatives accurately reflect the company?s engineering standards, manufacturing processes, and market focus while remaining aligned with industry expectations.

EVR Products? leadership identified the partnership as an opportunity to align its external communications with its internal operational standards. By working with a firm dedicated exclusively to industrial and technical markets, EVR Products aims to ensure that its marketing materials reflect the same level of precision that defines its product development and production processes. Additional information about EVR Products and its capabilities is available at https://evrproducts.com/.

The announcement comes at a time when many industrial manufacturers are reassessing how they present their capabilities to engineers, buyers, and partners across digital platforms. Increased competition, supply chain scrutiny, and evolving procurement practices have made consistent and transparent communication an essential component of long-term business planning. Partnerships between manufacturers and specialized marketing firms have become increasingly common as companies seek expertise tailored to industrial sectors rather than general consumer marketing.

Industrial Marketing Specialists? work with EVR Products will emphasize long-term brand consistency rather than short-term promotional activity. The approach is intended to support sustainable growth by ensuring that messaging, digital assets, and market positioning accurately reflect EVR Products? role within its industry. Both organizations have indicated that the collaboration is structured to evolve alongside EVR Products? business priorities as market conditions change.

Founded to serve manufacturers and industrial service providers, Industrial Marketing Specialists focuses exclusively on marketing within industrial and technical sectors. The agency?s client work spans a range of manufacturing and industrial disciplines, with an emphasis on clear communication, technical accuracy, and

measurable outcomes. Its partnership with EVR Products adds to a portfolio of engagements centered on supporting industrial companies as they adapt to modern marketing environments.

The collaboration underscores a shared commitment to disciplined execution, industry knowledge, and clear communication. As Industrial Marketing Specialists begins work on behalf of EVR Products, both organizations view the partnership as a strategic step toward reinforcing market presence while maintaining the standards expected within industrial manufacturing sectors.

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For more information about Industrial Marketing Specialists, contact the company here:Industrial Marketing SpecialistsSuzanne O'Connell262-352-1252suzanne@industrialmarketingspecialists.com 215 E Pleasant St. Oconomowoc, WI 53066

Industrial Marketing Specialists

Industrial Marketing Specialists (IMS) has a over a century of combined marketing experience in the manufacturing space. This expertise allows you to focus on prioritizing customer needs while IMS manages your marketing efforts.

Website: https://www.industrialmarketingspecialists.com/

Email: suzanne@industrialmarketingspecialists.com

Phone: 262-352-1252