



## News Release

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### FOR IMMEDIATE RELEASE

#### **P2R Associates Adds Process Development Corp. to Client List**

LIVONIA, Mich., Nov. 18, 2014 – P2R Associates, an industry leader in marketing communications and strategic public relations, today announced it has been named agency of record for Process Development Corp., a Canton, Mich.-based manufacturing and automotive industry supplier.

Process Development Corp. provides a range of engineering support, manufacturing improvement, quality systems, supply chain improvement, information systems, and material management & assembly services to its global manufacturing, and automotive OEM and supplier customer base.

“Were very proud of this collaboration with P2R as we expand our support of customer efforts to increase manufacturing excellence while helping them globally and across a greater spectrum of manufacturing industries,” said Jim Pongracz, CEO, Process Development Corp.

P2R Associates will provide Process Development Corp., with a range of marketing communications support, public relations, media outreach and brand-building activities in support of PDC’s operations in the U.S., Mexico, Brazil, Canada and China.

“We’re delighted to add Process Development Corp., to our growing client list and to be associated with the commitment and expertise for which they’re known throughout the automotive industry,” said Gordon Cole, president, P2R Associates. “It’s particularly exciting to support their effort as they refocus the company and execute an ambitious global growth strategy.”

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### **About Process Development Corporation**

Established in 1988, Process Development Corporation is a full service supplier providing technical support and value-added, knowledge based solutions to the automotive industry and manufacturing organizations.

The company's six major business areas include: Engineering Support, Manufacturing Improvement, Quality Systems, Supplier Improvement, Information Systems and Material Management & Assembly. Process Development Corp. is a global organization with operations in the United States, Canada, Mexico, Brazil and China.

For more information on Process Development Corporation, visit: [www.prodevcorp.com](http://www.prodevcorp.com)

### **About P2R Associates**

P2R Associates is a multi-award winning, strategic public relations and brand communications firm serving a diverse mix of international, national and local companies in a range of industries. With special expertise in business-to-business communications; P2R has represented clients in the automotive OE, Tier 1 and Aftermarket, high-tech manufacturing, aerospace, construction, consulting, defense, retail, design, engineering and exhibit event management sectors.

Headquartered in Livonia, Mich., P2R provides clients with strategy-driven tactics, superior service and measurable results.

For more information on P2R and its e<sup>3</sup> Process™, visit [www.p2rassociates.com](http://www.p2rassociates.com).

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