



Press Release

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ABC-Amega Unveils New Corporate Branding with Website Launch

- 88-year-old firm introduces updated logo, tagline and website -

Buffalo, NY – ABC-Amega, a global commercial receivables management firm headquartered in Buffalo, NY, launched a refresh of its corporate brand, unveiling a new logo, tagline and redesigned website.

ABC-Amega, an 88-year-old firm, last updated its branding in 2003. The company’s rebranding efforts began following its move into an expanded office space in late-2015, when they moved into the historic and innovative 500 Seneca building in the City of Buffalo. ABC-Amega made significant investments into the new location’s space, equipment, technology and data security. The 22,000 square-foot office features exposed brick and ductwork, which beckon the building’s historic past, while abundant natural light and flexible meeting spaces encourage a collaborative work environment.

“After moving to 500 Seneca, it was evident that our market-facing image didn’t reflect the uniqueness of our company culture, which is contradictory to what is commonly envisioned in a collection agency,” said David Herer, Chief Executive Officer, ABC-Amega. “We felt strongly that our philosophy and brand should align to better convey what makes us different. The new tagline, ‘making good on the promise,’ is truly something our company stands by from the top down.”

ABC-Amega’s updated website, www.abc-amega.com, showcases the company’s environment and culture through photography and copywriting. In addition to the redesigned website, logo and tagline, ABC-Amega also introduced contemporary brand colors, fonts and typography.

To help with the corporate rebranding efforts, the firm worked with The Martin Group (TMG), a Western New York-based integrated marketing agency.

Earlier this year, TMG facilitated the production of ABC-Amega’s comprehensive commercial collections training video for the Credit Research Foundation (CRF), entitled *Principles and Practice of Commercial Collections*. ABC-Amega is currently working with TMG on the production of collateral materials, which will be completed later this year.

About ABC-Amega

Founded in 1929 as The American Bureau of Collections, ABC-Amega is an award-winning commercial collections agency specializing in global debt collection and accounts receivable management solutions.



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ABC-Amega partners with clients to improve and manage credit, cash flow and customer retention with services in third-party commercial debt collection, first-party accounts receivable outsourcing, industry credit group management, and credit and A/R management training and education. The firm is also a certified member of the CCA of A, dual-certified by the CLLA/IACC and is a platinum partner of the Credit Research Foundation (CRF).

For additional information, please contact info@abc-amega.com or visit www.abc-amega.com.

About The Martin Group

The Martin Group is a leading integrated communications firm headquartered in downtown Buffalo with an office in Rochester, NY. The firm works with best-in-class organizations ranging from small businesses to global enterprises and has extensive experience in several categories, including sports, health care, financial services, food and beverage, and not-for-profits. In 2016, The Martin Group was named one of WNY's Top Private Companies and the 2nd Fastest Growing Company in WNY by Buffalo Business First.