

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Hutton Construction Bucks Economic Trends With Continued Success
New Website and Rebranding for Major Wichita-Based Regional Builder Reflects Its Leadership**

WICHITA, Kan. – While much of the construction industry struggles to survive a downturn that has cut new starts virtually in half, Hutton Construction continues to thrive, building on solid relationships forged through its intensely collaborative approach. This week, the company introduces a re-imagined website and a new brand that reflects its innovative leadership and comprehensive team processes.

“We’re extremely grateful to our many and diverse clients for their faith in us even in the face of economic uncertainty,” says President Ben Hutton. “Our integrated approach to project management ensures a finished product that exactly meets their needs and more often than not exceeds their expectations. Many of our clients return to us when they have a new project. That’s the best evidence that we delivered on the original work.”

The Power of Planning

The new website – huttonconstruction.com – spells out the company’s collaborative processes and offers an extensive project library. These narratives highlight the broad diversity of projects – from medical to faith-based, manufacturing to recreation, financial to community, education to senior living. And they document how intensive, collaborative planning upfront involving all major players resolves issues, cuts expenses, improves quality and leads to innovative solutions that advance rather than compromise clients’ interests.

“We never just take a set of building plans and go straight to work,” Hutton says. “We carefully review every detail, using our considerable experience to suggest appropriate materials, design the least disruptive workflow and ensure that the client, architects and all contractors and subcontractors stay on the same page throughout.”

That approach helped Hutton Construction remain strong and active through the past decade and poises it for continued growth, answering the call of companies and institutions across Kansas and the Central Midwest. Hutton’s new brand keys on the company tagline: Concrete Vision. This refers not only to construction materials, but also to the company’s expertise in taking ideas and concepts and making them real.

“Incredible planning sets Hutton apart,” says Sonia Greteman, whose agency Greteman Group, developed the new brand creative platform and turnkey website. “Others want to fire up the bulldozers and immediately get to work, but Hutton takes the time early on to think things through – saving money, reducing headaches and assuring quality.

“Their farsighted imagination and down-to-earth problem-solving combine to form a solid foundation for everything they do. They’ve spent almost 20 years building a reputation for the highest-quality outcomes. We’re privileged to be their partner in this substantial rebranding.”

Hutton Construction’s new logo showcases the shapes of both the H and C in a three-dimensional tubular form, reinforcing the team’s rounded, collaborative approach. The typeface conveys strength, with the joined Ts forming a structural beam. The sky-blue color implies vision, while a strong yellow suggests light and creative energy. It is being applied to everything from trucks and hard hats to advertising and site signs.

“Hutton breaks down creative walls and erases traditional boundaries with each client project,” says Greteman. “Their fresh, high-octane brand reflects their inspired, uncompromising approach.”

About Hutton Construction

Mark Hutton founded Hutton Construction in 1992 on the principle that the company would do whatever it takes to make the job right. It quickly grew into a major regional company capable of managing and completing virtually any type and size of project. Its portfolio includes hospitals and medical offices, community and municipal projects, manufacturing facilities, churches, schools, senior living, financial institutions and recreational facilities. The company completes both new construction and major renovations, following an integrated project delivery approach that combines people, systems and business structures. This collaborative process harnesses the talents and insights of all participants for optimum results. Ben Hutton became president in 2010. Hutton maintains its headquarters in Wichita and a western Kansas office in Garden City. For more information, please visit huttonconstruction.com.