

RemX Launches New Brand Identity to Better Reflect the Value of its Focused Specialization

Atlanta, GA, (March 27, 2017) – RemX today announced the development of a comprehensive rebranding strategy and value proposition to strengthen RemX’s position as a top national professional staffing provider. The brand strategy was created based on hundreds of pieces of inspiring employer and talent feedback. It includes the adoption of a new tagline, “The Workforce Experts,” and three core differentiators that will serve as the cornerstone of the brand’s messaging as it transitions to a new chapter of focused growth -- “Engaged Expertise, Exceeding Expectations, and Exceptional Results.”

“The refreshed RemX brand identity is symbolic of our innovative and modern approach to finding new and better ways to provide our clients with value beyond a workforce and our talent with value beyond a paycheck,” said RemX President and COO Joanie Courtney.

Expanding Offerings and Value Proposition

RemX’s focused specialties include: administrative and office support, contact center solutions, finance and accounting, and information technology staffing services. As part of RemX’s growth strategy, the organization has expanded its National Recruiting Center to handle a greater capacity of large-volume staffing and VMS customers nationwide in combination with its growing local market presence.

Already established as a leader in Contact Center staffing over the past decade in the Phoenix and Atlanta markets, RemX is now expanding its Contact Center Solutions nationwide. The expansion is in response to the growing demand for services that help reduce cost and improve productivity and performance – from complete outsourced workforce solutions to managed staffing and on-site performance management for Contact Center environments.

About RemX

RemX is the professional staffing division of EmployBridge, a \$3 billion staffing organization with more than 600 offices in the U.S. and Canada. For nearly two decades, RemX has specialized in the recruitment of office support, finance and accounting, contact center, and information technology professionals. Using its proven “Exact Match” methodology, RemX matches qualified talent with the right job opportunities on a temporary, contract, contract-to-hire and direct hire basis. Employing seasoned recruiters with expertise in their chosen field, RemX helps organizations large and small operate more effectively, while helping individuals realize their career goals. Visit www.remx.com for more information.

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