

Reynolds Electric and Kevin Cohen Plumbing Announce Rebranding

Two great Oregon companies joining together under the unified brand of Reynolds Electric and Plumbing



Oregon, Eugene, Oct 29, 2021 ([Issuewire.com](https://www.issuewire.com)) - Reynolds Electric, an electrical specialty contractor, and Kevin Cohen Plumbing, a plumbing specialty contractor, announced today that it has begun a major rebranding. At the core of this rebranding process is unification: to continue doing the right thing by their customers, community, and all who work at Reynolds Electric and Kevin Cohen Plumbing, an aligned and cohesive message, brand, and procedures are needed.

When Reynolds Electric was founded in Grants Pass back in 1964 and in Eugene in 1980, the company was based on a few core principles: family, integrity, and teamwork. When Jeremy Reynolds purchased the company from his parents in 2009, Reynolds Electric embarked on a new and exciting phase. In 2019, Reynolds Electric and Kevin Cohen Plumbing merged to begin operating side by side. Throughout its successful history, Kevin Cohen Plumbing has shared these same values. The rebranding will include a new unified brand name and logo, updated website, and company fleet while retaining strongly held values and commitment to providing the finest specialty contracting services in Oregon.

“Since the merger in 2019, both Reynolds Electric and Kevin Cohen Plumbing have continued providing excellent services to both commercial and residential markets.” said Mark Jenson, CEO. “We have arrived at the perfect time to bring both companies together under a unified brand to create necessary synergies internally and to communicate with one voice externally.”

The rebrand will occur in November with rolling updates to the company website and communications, vehicle fleet designs, and signage and collateral.

About Reynolds Electric

Reynolds Electric is Eugene and Bend OR’s all-inclusive provider of electrical contracting services since 1980. We strive to provide exceptional residential and commercial electrical services to our community while developing a company culture that allows our employees and their families to thrive.

About Kevin Cohen Plumbing

Kevin Cohen Plumbing is Eugene, OR's premier residential and commercial plumbing contractor. In 1998, Kevin founded Kevin Cohen Plumbing as a one-man operation. Today, our team consists of over 50 industry experts, and our clients include a multitude of homeowners and major general contractors throughout Lane County.

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