

## Virtual Edge to Help Power Up Marketing for Renewable Energy Solutions Company

Date: 07-29-2010 08:49 AM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Virtual Edge Collaborative](#)

Agency: **Virtual Edge Collaborative**



**VIRTUALEDGE**  
COLLABORATIVE

(Pittsburgh, PA) July 27, 2010 –Virtual Edge Collaborative, Pittsburgh’s first virtual marketing firm, and a needed alternative to traditional U.S. and Pittsburgh advertising agencies, marketing firms and web/graphic design companies, has been hired by Vox Energy Solutions, Western Pennsylvania’s only full-service renewable energy solutions provider, for various marketing related initiatives.

Virtual Edge Collaborative’s first assignments will include the development and creation of a marketing plan, new logo and identity system, website and the company’s first Facebook page. Services provided by Virtual Edge Collaborative to complete these projects will encompass consultation, strategy, project management, creative direction, design, programming, organic search engine optimization and printing.

Vox Energy Solutions, based in Allison Park, PA, serves both residential and commercial customers throughout Western Pennsylvania. The company works with both markets to assess the energy efficiency of their homes and buildings, as well as provides recommendations for improvement, before investing in renewable energy. When the time is right for a renewable energy system purchase, Vox Energy Solutions can design, install, launch, maintain and troubleshoot the system, as well help customers earn the most money from their system by managing their renewable energy credits.

“Selecting Virtual Edge Collaborative to be our marketing partner was one of the easiest business decisions we’ve ever made. We interviewed several firms over the last year, and Virtual Edge Collaborative consistently impressed us with their responsiveness, professionalism, willingness to go the extra mile, unique and refreshing business model, quality work and results and down-to-earth, caring demeanor,” said Karen Foltz, Owner and General Manager of Vox Energy Solutions.

“Not only will it be a pleasure to help a business that offers such a worthwhile and needed service, it will be my personal honor to become lifelong friends and partners in marketing with such wonderful people,” said Gregg P. Gantwarg, President and CEO of Virtual Edge Collaborative.

#### About Virtual Edge Collaborative

Virtual Edge Collaborative is Pittsburgh's first virtual marketing firm. Virtual Edge Collaborative's revolutionary virtual business model makes it possible for small to mid-sized businesses in Pittsburgh and throughout the United States to receive world-class marketing services, on an a la carte basis, from seasoned industry pros that deliver high-quality work that yields powerful results, in a barrier-free, efficient environment, without costing a small fortune.

In addition to charging up to 50% less than traditional advertising agencies, marketing firms and quality web/graphic design companies, Virtual Edge Collaborative also offer an up front, flat fee, per-project pricing menu for most common projects, which is unheard of in the marketing field. Virtual Edge Collaborative also can provide flat fee estimates for any custom projects.

For more information, please visit [www.virtualedgeonline.com](http://www.virtualedgeonline.com), e-mail [gregg@virtualedgeonline.com](mailto:gregg@virtualedgeonline.com) or call 724.766.1040 for a free, no-obligation consultation.

Virtual Edge Collaborative  
Gregg P. Gantwarg  
9205 Christopher Wren Drive  
Wexford, PA 15090  
724+766+1040  
[gregg@virtualedgeonline.com](mailto:gregg@virtualedgeonline.com)  
[www.virtualedgeonline.com](http://www.virtualedgeonline.com)

**[You can find this press release here](#)**