

Howard Leight Selects Tiziani Whitmyre for Public Relations Services

Date: 06-16-2009 03:28 PM CET

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

Press release from: [Tiziani Whitmyre, Inc.](#)

SHARON, Mass. – June 15, 2009 – Howard Leight/Sperian Hearing Protection, LLC, a leading global provider of passive and intelligent hearing protection solutions and champion of progressive Hearing Conservation Programs, has selected Tiziani Whitmyre, Inc. as its public relations partner.

Tiziani Whitmyre (tizinc.com), is a Boston-area interactive marketing and public relations services agency that helps business-to-business (B2B) manufacturing and technology-based companies to build brands, gather sales leads, and generate an ROI which maximizes payback on marketing communications budgets.

For more than 30 years, Howard Leight (www.howardleight.com) has pursued the prevention of occupational hearing loss through innovation in hearing protection design, technology, performance and comfort, and the promotion of hearing safety education. Howard Leight solutions include the highest attenuating Max® single-use earplug, patented Air Flow Control™ technology for optimal earmuff attenuation, QuietDose™ personal in-ear dosimetry, and the industry-changing VeriPRO® earplug fit testing system.

Specifically, Howard Leight has engaged Tiziani Whitmyre to promote both its industry-leading hearing protection solutions and its extensive Hearing Conservation Programs. The ongoing PR programs will be international in scale, targeting markets in North America, Australia, and New Zealand, and will integrate traditional media relations with online public relations strategies, optimized press releases, search engine optimization, and Web 2.0 social media strategies.

The new relationship was initiated with a successful integrated public relations campaign that officially launched Howard Leight's new QuietDose technology, the only personal dosimeter that measures and records a worker's actual in-ear exposure to noise over an entire work shift. The introduction of QuietDose is a major advance towards stopping the progression of occupational hearing loss and ensuring employer compliance with hearing safety regulations.

About Tiziani Whitmyre

Tiziani Whitmyre (www.tizinc.com) is a Boston area-based marketing services and strategies agency that builds brands, generates sales leads, and delivers an ROI which maximizes payback on any marketing communications budget. Services include public relations (PR) services, Internet marketing online (including search engine optimization, affiliate marketing, web design), advertising, direct marketing, graphic design, and corporate branding strategy.

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