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TROPICAL LANDSCAPE SOLUTIONS LAUNCHES WEBSITE

Updated Corporate Identity Repositions Firm for Growth

SARASOTA, Florida (November 26, 2012) – Sarasota-based landscape design, construction and maintenance company, Tropical Landscape Solutions, recently launched a website with their new corporate identity.

“After almost twenty years in business we decided to enter the 21st century,” jokes Fred Calagiovanni, present of Tropical Landscape Solutions. With clients ranging from upscale residential properties to commercial businesses throughout southwest Florida, Tropical Landscape Solutions has built a reputation based on their hard work, unique designs, and superior service.

The website was designed to not only provide information about the company, but also facilitate client interaction. “Having an online portfolio of our work will help the sales process,” according to Calagiovanni. “And clients can upload drawings or photos of their property along with a request for proposal so we can start the design process faster,” adds Daniel Shulman, the company’s Vice President and Registered Landscape Architect.

In addition to launching a company website, Tropical Landscape Solutions introduced a new company logo. “Up to this point we never really focused on marketing,” says Shulman, “It was always just about doing good work. Now we’re promoting the business and ready to grow.”

ABOUT TROPICAL LANDSCAPE SOLUTIONS

Tropical Landscape Solutions has been creating artistic landscapes in southwest Florida since 1993. Between them, company founders Fred Colagiovanni and Daniel Shulman have nearly 50 years in the landscape design business. During that time, they’ve designed commercial landscapes for clients such as Home Depot, Publix and the Ritz Carlton, as well as countless waterfront estate landscapes on Longboat Siesta, Lido, Manasota and Casey Keys.

For more information about Tropical Landscape Solutions, please visit www.tropicallandscape-solutions.com or call (941) 351-5703.

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