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Elzinga & Volkers Construction Professionals Announces Rebrand

West Michigan construction firm rebrands to highlight rich history, employees and partners, and forward momentum

HOLLAND, Mich. March 31 2020 — [Elzinga & Volkers Construction Professionals](#), a premier construction management firm headquartered in West Michigan, announced its rebrand to EV Construction, with the new tag line “Built Around People.” The change will take effect on March 31, 2020. The company opted to keep EV in the name as a nod to its long and notable history as Elzinga & Volkers and those who founded it 75 years ago.

The decision to shorten the company name, update their logo and refresh brand collateral was made in an effort to catch the brand up with the growth and accomplishments the company has achieved, specifically over the past 10 years. The changes will support brand recognition, consistency and continue to support the company’s growth and expansion into new markets outside of Michigan.

The rebranding is the culmination of a decade of growth, transformation and human effort. EV Construction wanted to celebrate that despite the current global crisis. The spirit that will be communicated by the new brand will remain unaffected by the current challenges resulting from the spread of COVID-19. EV Construction is positive about the future and eager to come out of this crisis healthy, and with a fresh look and feel.

The tag lane “Built Around People” was intentionally chosen to reflect the company’s vision and mission. First and foremost, EV Construction is more than a construction manager. They are builders. They have over 100 skilled craftspeople in eight high-performing trade divisions.

It’s also no secret, based on many awards and accolades received by the company, that EV has a “people first” approach to running their business. People are the lifeblood of the company and the safety of everyone is their top priority. An employee-centric culture is at the core of EV’s approach.

Lastly, the new company tag line emphasizes the important role partners play in the company’s success. “People” not only refers to EV Construction employees, but also the trade partners, project owners, businesses and community members that are tied to the company. The goal is that the processes and delivery of each project are built around the needs of the whole project team, not only on the bottom line.

“We have a “people first” approach to running our business, and always have,” said Mike Novakoski, president and CEO of EV Construction. “We are eager to continue our success across Michigan and the U.S. and wouldn’t be where we are today without the employees and relationships that have allowed us to be successful in the industry.”

The company has always taken a, “people over profit” approach to business and the rebrand is yet another way to show their appreciation and recognition of employees and partners who have contributed to their success over the years.

“Through this rebrand, it’s important for the industry to know that EV Construction will remain focused on leading the way in construction safety and quality,” continued Novakoski. “Our commitment to our people and industry partners has not changed. We know a good brand is only as good as the team behind it and we’re proud of the team that stands behind ours.”

Recognized nationally as a Best and Brightest Company to Work For® and previously as the Michigan Contractor of the Year, EV Construction’s people-centric philosophy has established a firm foundation for future growth. In addition to serving senior living, health care and commercial industries in Michigan, EV Construction continues to build a strong network of national clients, bringing the company from coast to coast. The company will continue to give back to the industry through its annual



Alive365® Safety Week program and give back to the community through its robust spirit of community service. EV Construction employs over 150 individuals across the nation.

Visit www.ev.construction for more information.

About EV Construction

EV Construction is a leading provider of construction services. Headquartered in West Michigan, the company specializes in delivering the highest quality construction management and consulting services to a wide variety of industries across the U.S. EV Construction is built around people; clients, employees and community members. For its work, EV Construction has received numerous industry accolades, which include being named to the Associated Builders and Contractors (ABC) 2019 List of National Top 200 Performers, winning the ABC Safety Pinnacle Award in 2018 and the ABC Safety Excellence Award in 2017, and being a two-time winner of the Michigan Contractor of the Year award through the American Subcontractors Association of Michigan. For its appreciation of employees and our community, EV Construction has been named nationally as a “Best and Brightest Company to Work For” nine years in a row, even winning the coveted, “Best of the Best for a mid-sized company” award. Founded in 1945, the company will soon celebrate 75 years in business.

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