



For Immediate Release
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There's a new tool in town

GRAND RAPIDS, Mich—Midwest advertising agency, Extra Credit Projects, has been getting handy for the holidays in their latest billboard campaign for Grand Rapids-based tool manufacturer, TEKTON Tools.

Inspired by the product's practicality and toughness, the campaign is making TEKTON top-of-mind for consumers across West Michigan. These world-class hand tools are the perfect gift for the tool techie on your list, and conveniently available at local Meijer stores in full-aisle displays that would make the most complete hardware store envious.

To learn more about TEKTON Tools, visit tektontools.com. To learn more about this campaign and Extra Credit Projects, visit extracreditprojects.com, or contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

