



Project:

Asset Branding

Client:

REL – The Safety Experts

About REL

Rogers Enterprises Ltd. (REL) has been in operation for over thirty years, with many years of experience in the OH&S field. They are 100% Newfoundland and Labrador owned and operated.

REL has over 30 years of industry excellence, and a team that has dedicated their career to providing quality training.



Backstory/Transformation

Bill and the REL team came to us looking to grow their presence on social media and get more consistent with their posting and overall branding to ensure their business was kept top of mind to potential clients.

We helped develop a consistent social strategy that kept followers up-to-date with current course offerings and information. REL wanted to ensure brand cohesiveness and reached out for help with branding their assets.

BEFORE & AFTER

We helped create a cohesive and compelling branded asset that showcases information about their business, their course and service offerings, and so much more!

COMPANY BACKGROUND

Rogers Enterprises Limited (REL, the Safety Experts) is a Health and Safety Consulting and Training company that has been in operation for twenty eight years. REL is a provincially incorporated company that is 100% Newfoundland and Labrador owned and operated. REL is a financially stable business, which currently employs twenty one (21) full time residents of Newfoundland and Labrador

REL is an equal opportunity employer with a workforce of twenty one (21) employees comprised of 29% female and 71% male. REL operates from the following locations in Newfoundland and Labrador:

Corporate Office: 10 Maverick Pl.,
Octagon Industrial Park,
Paradise, NL
A1L 0J1

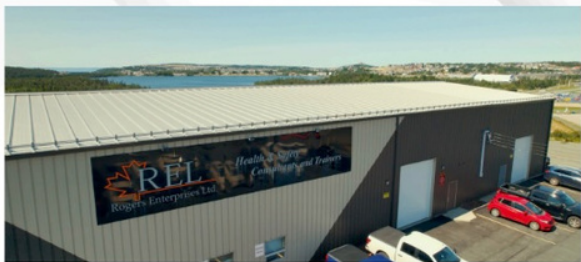
Branch Office: 72 Hardy Avenue,
Grand Falls-Windsor, NL
A2A 2P8

REL provides services to a variety of sectors including hydroelectric, oil and gas, mining, construction, manufacturing, in addition to the public sector. Our staff consists of Canadian Registered Safety Professionals (CRSP's), Safety Engineering Technologists (SET's) a Certified Industrial Hygienist (CIH) and highly trained Occupational Health and Safety Instructors. REL has the capacity to provide junior, intermediate, or senior personnel with a range of qualifications and experience.

We also regularly mobilize Consultants to provide our services to national and international clientele.

REL'S AREAS OF SPECIALIZATION

The following sections provide an overview of the key services provided by REL. Although safety consulting, training and industrial hygiene services are based on standard practices and legislative requirements, REL will customize our services to meet client specific needs.



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Occupational Health and Safety Training



Occupational Health and Safety Consulting & Project Management



Industrial Hygiene

REL is an equal opportunity employer

71%
Male

With a workforce of 21 employees

29%
Female

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Before

After



REL - Health & Safety Consultants & Trainers

Services Available:

- Occupational Health and Safety Training
- Occupational Health and Safety Consulting and Project Management
- Industrial Hygiene



REL - HEALTH & SAFETY CONSULTANTS & TRAINERS

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10 Maverick Place
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BRANCH OFFICE
72 Hardy Avenue
Grand Falls-Windsor, NL
A2A 2P8

www.safetyexperts.ca

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info@safetyexperts.ca

Before

After

INDUSTRIAL HOISTING, RIGGING & CRANE OPERATOR (1 Day)



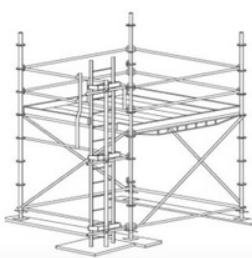
The purpose of this program is to ensure that trainees understand the hazards involved with working around cranes and to prepare them to work safely and efficiently around them. Participants will receive theoretical training with general crane safety and will be able to participate in inspections of rigging equipment, the development of a lift plan and learn basic crane operating hand signals.

INFECTION CONTROL (1 Day)



CSA Standard Z317.13-07 was developed in response to the staggering statistics that indicate up to 250,000 Canadian patients per year are acquiring infections in health care facilities that are a result of construction and renovation projects. Of those people, approximately 8,000 die. REL has first hand knowledge of the challenges that contractors and hospital staff face in their daily duties and as a result, have developed this training program to address the issue of infections in the health care sector and proper measures to reduce patient exposure to harmful materials.

LADDER AND SCAFFOLD TRAINING (1 Day)



Participants should include individuals who are required to perform the duties of scaffold erectors, dismantlers or users. This course prepares participants to recognize the hazards associated with the type of scaffold being used and to understand the procedures to control these hazards. Emphasis and practical exercises will focus on Frame Scaffolding.

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LEAD ABATEMENT (1 DAY)

This training program has been designed to meet the requirements for Lead Abatement Projects. Supervisors and workers involved with Lead abatement projects are required to complete Lead abatement training. This training course is designed with classroom lecture/discussion and practical exercises to provide potential Lead Abatement workers with the skills and information necessary to work safely and effectively while removing Lead Paints and handling Lead Waste.

Before

After

Inside the Document



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Occupational Health and Safety Consulting & Project Management



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REL'S AREAS OF SPECIALIZATION

The following sections provide an overview of REL's services. Although safety consulting, training, and rescue services are based on standard practices and standards, we tailor our services to meet client specific requirements.

OCCUPATIONAL HEALTH & SAFETY TRAINING

REL's training programs are developed by experienced Occupational Health and Safety (OH&S) professionals with a variety of background knowledge in a variety of background areas of arc flash, confined spaces, fall protection, and abatement (asbestos lead, mold), isolation, and lockout/tagout.

Our training programs are developed in accordance with WorkplaceNL, Canadian Occupational Safety and Health (CAPP) and Energy Safety Canada training requirements.

Although many of our clients send personnel for training, REL frequently can tailor our training to meet client specific equipment, policies or procedures.

REL has also developed new, customized training programs can vary in duration from a few hours to a full day on a topic such as respiratory protection or Confined Space Entry training program.

MANAGEMENT TEAM & CONTACT INFORMATION



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Robert Pitcher
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Matthew Kinden
Business Development Manager
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CORPORATE HEADQUARTERS

10 Maverick Place | Octagon Industrial Park | Paradise, NL | A1L 0J1

709.753.8002 709.753.8004

REL (The Safety Experts) @RELTheSafetyExperts @safetexperts

CONFINED SPACE RESCUE (3 DAY)

This hands-on rescue course provides participants with the knowledge and skills to identify hazards associated with confined spaces in the industrial setting. Rescuers must know how to recognize, assess, and develop a rescue plan when performing confined space rescues. This course provides the rescue team with the knowledge and skills to safely and effectively perform many types of confined space rescues.



Equipment demonstrations, and hands-on training in the confined space provide participants with the skills necessary to effect a safe rescue of an injured or incapacitated worker from a confined space.

ICE-MAINTAINED FORKLIFT SAFETY (1 DAY)

This training program has been designed to address the safety concerns related to operating a forklift. The purpose of this program is to make operators aware of their responsibilities and to provide instruction that will facilitate the safe operation of the forklift.

FLASH SAFETY AWARENESS (1 DAY)

This program is designed to introduce "Non-Electrical" persons to general safety in the workplace. CSA Z462 Workplace Electrical Safety identifies individuals as "Unqualified" persons who have not received knowledge related to the construction and operation of electrical installations that require safety training to identify and avoid electrical hazards.

COURSE LIST

	Length	Price
Confined Space Rescue	1 Day	\$330
Confined Space Rescue	1 Day	\$200
Confined Space Rescue	3 Days	\$600
Confined Space Rescue	1 Day	\$200
Confined Space Rescue	1 Day	\$200
Confined Space Rescue	2 Days	\$165
Confined Space Rescue	2 Days	\$330
Confined Space Rescue	3 Days	\$525
Confined Space Rescue	1 Day	\$165
Confined Space Rescue	1 Day	\$195
Confined Space Rescue	1 Day	\$250
Confined Space Rescue	2 Days	\$500
Confined Space Rescue	1 Day	\$250
Confined Space Rescue	1 Day	\$165
Confined Space Rescue	1 Day	\$165
Confined Space Rescue	2 Days	\$330
Confined Space Rescue	Per Piece	\$25
Confined Space Rescue	1 Day	\$210
Confined Space Rescue	1 Day	\$250
Confined Space Rescue	2 Days	\$500
Confined Space Rescue	1 Day	\$250
Confined Space Rescue	1 Day	\$165
Confined Space Rescue	1 Day	\$165

Industrial Rigging & Slings Safety

Infection Control

Job Hazard Assessment Training

1 Day

1 Day

1 Day

\$250

\$165

\$165

1

3



**THE CLIENT CAN
BETTER CONNECT
WITH THEIR TARGET
AUDIENCE WITH
CLEAR AND
COMPELLING
BRANDING**



**HELPED TO ENHANCE
AND FURTHER BUILD
THEIR BRAND
IDENTITY**



**PROVIDED AN
EDITABLE VERSION
FOR THEM TO ADJUST
OFFERINGS AS NEEDED**

“

Amplified Social have been extremely easy and professional to work with. From my first meeting with Olivia, to our regular chats / interactions with Lydia – we could not be more satisfied and pleased with the work they have done for us and where it's taken our Social Media focus.

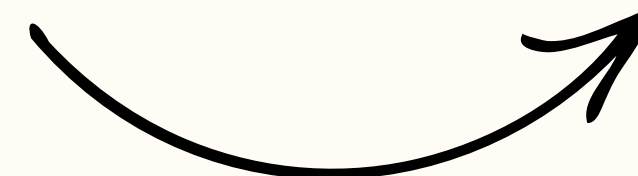
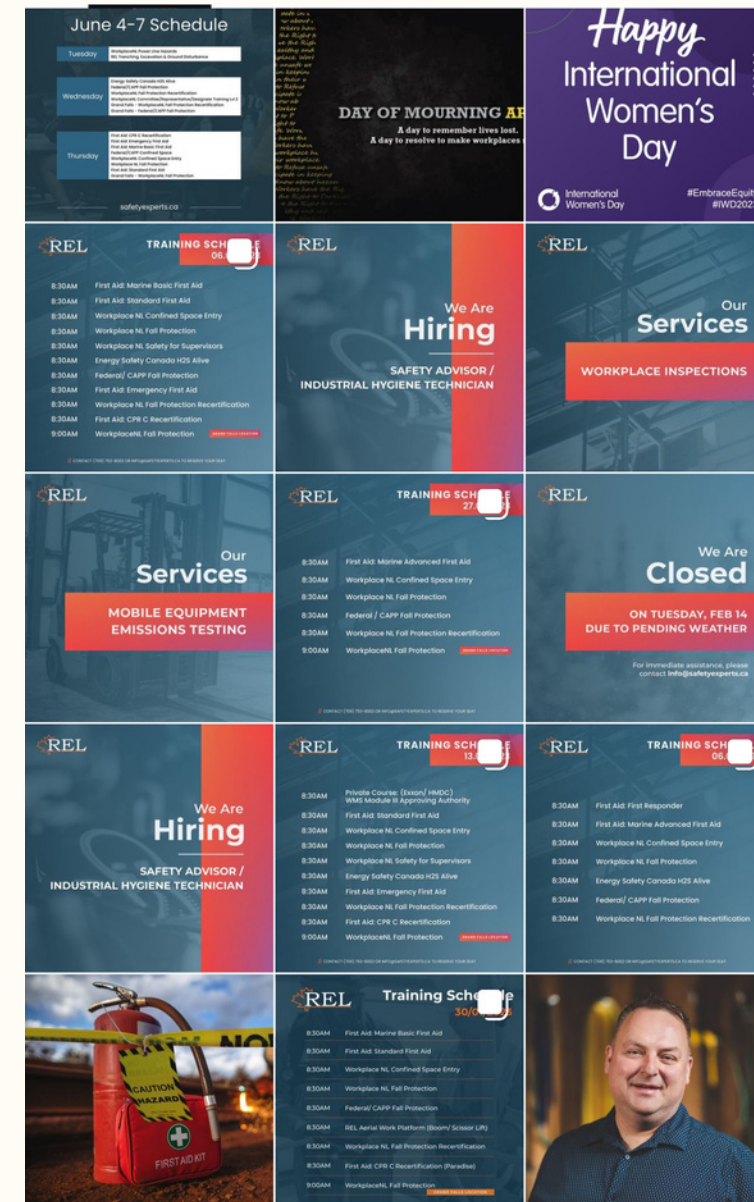
Looking forward to not just social media – but other collaborations with Lydia, Olivia and the entire team at Amplified Social. You want to up your game – get Amplified with Amplified Social. Thanks again team!!

”

Conclusion

We've also been helping build and further enhance their brand identity through Social Media Management. We helped create an effective social strategy, which in turn has seen:

- 2133% increase in followers on LinkedIn
- 111% increase in post reach on Facebook
- 80% increase in post engagement on Facebook



**Ready to
create
clear and
compelling
content?**

Contact Us:

hello@amplifiedsocial.ca

Book a free intro call

