



# Consolidated Protective Services Celebrates Successful Rebranding Campaign

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*Consolidated Protective Services, a Sacramento CA security firm, announces launch of their new website as part of the company's recent rebranding campaign.*

SACRAMENTO, CA, USA, December 31, 2014 /EINPresswire.com/ -- A spokesman for Consolidated Protective Services, the Sacramento, California security firm, said today that the company's recent rebranding campaign and launch of a new company website has been a tremendous success. The revamped website complete with a new logo is part of a larger rebranding campaign that Consolidated believes will better convey the professionalism and stellar reputation of the firm.

"Professionalism describes a person who conducts certain tasks in an expert manner, which we do better than anyone in the industry," said Varinder Bhupal, president of Consolidated Protective Services, regarding the success of the company's rebranding efforts. He continued, "Our business is to protect our clients and their investments. Our philosophy is to cultivate and deliver professionalism in all areas of our business and we think the changes to our website help to convey this message perfectly." The new website features improved functionality and navigation. Now visitors can more easily find the services they need.

Consolidated Protective Services is a leader in the private security business and has been providing security solutions for Northern California and the surrounding area for over 10 years. Their target markets include commercial, industrial and residential clients. They also offer security solutions and services for special events, education facilities and events, financial institutions, the hospitality industry and retail business establishments.

Consolidated specializes in armed and unarmed security guard services and custom designed programs that address the unique challenges and needs of their clients' particular situations. "To address the needs of our clients in the most effective manner, we have chosen to remain a medium-sized, agile organization," said Bhupal. "Our size is one of our many advantages because it allows the company president and top-level managers to be readily accessible when client questions and concerns arise."

Hiring and training the best possible personnel is a key aspect of their business and in maintaining the highest standards of excellence in the industry. Training is a top concern and one of the highest priorities at Consolidated because they know that this is critical in ensuring effective job performance. A very large portion of company resources is allocated to staffing and training.

While Consolidated has always enjoyed a stellar reputation in the industry, their recent rebranding campaign has helped to solidify their premier status in a business where professionalism and integrity are key attributes to success.

About Consolidated Protective Services: Consolidated Protective Services is a Sacramento, California security firm. The company has been providing private security solutions for the entire area in and around greater Sacramento and Northern California for over 10 years. They specialize in providing highly trained, professional security personal for commercial, industrial, residential and

institutional clients. Their armed and unarmed guards provide thorough protection for every property or event where they serve. Consolidated guards are available for vehicle security patrols, bicycle patrols and remote surveillance as well as any other custom designed security program to suit a client's needs.

For more information on Consolidated Protective Services [visit their website](#) or call (916) 483-2500.

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