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OPTERRA

ENERGY SERVICES

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Milldam’s work for Bluestone has led to increased awareness of our company and ultimately led to our becoming an acquisition target for OpTerra.

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OUR WORK FOR OPTERRA C&I

Company Evolution.

Milldam worked with Bluestone Energy Services to build awareness around the company’s services as it expanded into a national player in the energy conservation market.

Bluestone Energy Services (now Engie C&I) provides energy conservation design/build retrofit services to large commercial and industrial customers. In 2008, Milldam began working with Bluestone to build awareness around the company’s services as it expanded from a regional player in the northeast to a national brand.

Milldam wanted to highlight the breadth of services offered by Bluestone as well as the new geographical reach the company was aiming to have through a campaign of articles, interviews and press releases. Articles in trade publications, regional Business and features in national news outlets such as Reuters and CFO magazine helped backstop Bluestone brand recognition throughout the country. Milldam also developed a comprehensive crisis communications plan for OpTerra.

PLACEMENTS & RESULTS

Worked with Bluestone Energy/OpTerra 2008-2018

Articles:	175+
Press Releases:	100+
Interviews:	25+
Events:	5

Results: Acquired by OpTerra Energy Group in 2011 as a direct result of 2010 article in Boston Business Journal.

Energy Efficiency Engineering

ABOUT OPTERRA C&I

OpTerra Energy Services is a national energy company that works with education, local government, commercial, industrial, and institutional organizations to implement efficiency and sustainable energy solutions that save money, enhance safety, improve assets, and protect the environment.



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