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## **Graphics Solutions Changes Name to Riggs Creative Group LLC** A Woman-Owned, Minority-Owned Strategic Communication Company

November 13, 2020 (Sewell, NJ) - Graphics Solutions' managing partners Steven Riggs and Claire Riggs have changed the family-owned and operated company's name to Riggs Creative Group LLC. The newly-named and restructured strategic communication company is based in Sewell, NJ. It is a woman-owned and minority-owned enterprise, and has served the marketing communication needs of small businesses, nonprofits, government entities, and regional, national and international companies for 12 years.

The new name reflects the company's growth in strategic communication and relationship management services as well as integrated marketing tools and in-house design services. "One of our great strengths is the process we use to build relationships with busy business owners. We free them to focus more on their customers while we help define goals, develop strategies and deliver tools to grow their businesses," Claire Riggs shares. She says the process the company has developed of listening, thinking, creating and collaborating helps clients achieve more ambitious marketing goals. "We followed the same process to clarify our own strategy and refine our communication tools to build a new presence. We call it 'Building Your Presence on Purpose'. In our case, we're presenting a company with a new name and expanded mission."

Steven Riggs explains "the global pandemic provided us the incentive to re-evaluate and reposition our company for continued growth. With in-person networking paused and business engagements shifted to digital formats, we're positioning our offerings to meet the unique strategic communication challenges our clients face today. We're putting more emphasis on digital marketing tools such as website and app development, videography and social media."

To learn more about Riggs Creative Group LLC, its team members and services, and to download a free white paper describing its process, visit the company's new website at [www.riggscg.com](http://www.riggscg.com).

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