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UNISON STRENGTHENS ORGANIZATION'S ABILITY TO BE A VOICE FOR ITS ISSUES

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With the world in pursuit of a clean-energy future, the promise of fuels made from readily available plants and other renewable bio-matter are providing hope for the future. Even more encouraging is the emergence of a new class of biofuels that are cleaner, more efficient, more flexible – and more promising – than the first generation. These have come to be known as advanced biofuels. More than 30 companies that make them have joined forces to form the Advanced Biofuels Association to promote their products as a way to that cleaner tomorrow.

Unison, a leading Washington, DC-based brand and interactive agency, is pleased to have produced an all-new brand, visual identity and website (www.advancedbiofuelsassociation.com) to help the Advanced Biofuels Association advocate for its cause in Washington and beyond. The new website is rich in content, visually stimulating and greatly enhances the organization's advocacy work – and its image to the world.

"Unison Agency is energetic, creative and very informed in its space," said Michael McAdams, president of ABFA. "It is one of the cutting-edge providers for companies and associations seeking to economically tackle the public relations challenge."

ABFA's new logo, a stylized droplet/flame in rich green tones, is a perfect embodiment of a forward-thinking association representing a sustainable energy future. In its flame motif, the logo symbolizes energy and the light of the future. In its green color palette, it reaffirms the organization's goal of a greener, cleaner tomorrow. In crafting the identity, Unison drew upon its long history of sustainable design and a long client list of leading green, sustainable and environmental organizations – a differentiator that produced a deep relationship with the client.

From the first moments on the site, a visitor can quickly grasp the association's mission and the important role the products could play in addressing the world's dependence on fossil fuels. Visitors can easily navigate among the site's carefully categorized content with a central horizontal slider.

The content is neatly arranged into just a handful of sections, but it makes the most of each. The Advocacy section clearly explains the association's legislative and regulatory positions. Under Biofuels, a visitor will find easy-to-follow explanations of the various technologies at work, including a detailed flow chart illustrating how various biomass sources are turned into fuel for cars, jet planes, trucks and more. The Members section provides ample opportunity for each of the association's members to describe what it is that sets them apart. Visitors can sort members by technology type or location, and each member page has a brief description and a link to the member's websites. Finally, a comprehensive Media section helps journalists and other industry followers to find the facts and figures they need to tell the story of advanced biofuels to the public.

Behind it all, acting as the glue, is an incredibly intuitive, Unison-designed content management system based on the PHP open development standard. ABFA staff can easily manage the site's content, ensuring that the site is up to date and accurate. The open standard architecture guarantees ABFA's ability to expand the site's functionality in the future.

ABFA now joins many other leading environmental organizations on Unison's client list, including the Ocean Conservancy, the UAE Environment Agency and the U.S. Green Building Council.

"I think Unison's history of promoting and working with companies and organizations interested in sustainability is well established," said Robert F. Fardi, co-founder and president of Unison. "The partnership with ABFA was an extension of our commitment to making the world a better place."

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ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

For further information, please send us an at info@unisonagency.com or call 202.337.7887.

ABOUT THE ADVANCED BIOFUELS ASSOCIATION

The ABFA has 32 member companies, representing a wide range of technologies, feedstocks, and molecules within the advanced biofuels industry. Our members are developing and commercializing their technologies to provide renewable, lower carbon fuels that will move our nation closer to achieving our energy and economic security. For more, please visit: www.advancedbiofuelsassociation.com.