



SOS EMPLOYMENT GROUP REBRANDS UNDER ELWOOD NAME, FUELS MOMENTUM OF EXPANDED NATIONAL STAFFING POWERHOUSE

(Columbus, Ind.) January 1, 2014—Elwood Staffing has rebranded its national subsidiary, SOS Employment Group, under the Elwood brand name. Elwood announced its purchase of SOS Staffing Services, Inc., d/b/a SOS Employment Group, SOS Tradesmen, and Devon & Devon on February 20, 2013, and had been working to integrate the two companies throughout the year. On January 1, 2014, SOS offices, depending on their staffing specialty, rebranded to one of three Elwood brand monikers: Elwood Staffing, Elwood Professional, or Elwood Tradesmen.

Elwood Staffing CEO, Mark Elwood, comments, “I couldn’t be more excited about bringing all 220 locations and nearly 1,000 employees under the Elwood name. This is a major step in our integration efforts as it will only boost our already strong momentum, propelling us forward as a major player in the staffing industry.”

The combined expertise of Elwood’s three specialized brands means it offers a uniquely comprehensive and innovative solution set that supports companies through the entire employment life cycle—from attraction to outplacement. Complementing the traditional staffing services provided by the original Elwood Staffing brand, Elwood Professional recruits and places highly skilled engineering, information technology, and business management professionals, while Elwood Tradesmen, formerly SOS Tradesmen, places skilled trades talent to support contractors throughout the U.S. with projects in a wide variety of industries.

“We’ve gone to great lengths to ensure our rebranding and integration efforts are as seamless as possible for our clients and associates,” Elwood adds. “It’s important for anyone working with an SOS office to know that while the brand name is changing, the outstanding people and service will remain the same.”

The joining of Elwood and SOS creates an entity covering the United States and parts of Canada. With combined annual revenue of more than \$800,000,000, Elwood ranks in the top 10 of all U.S. commercial staffing companies, the top 20 of all U.S. staffing companies, and among the top 1% of all staffing companies in the world.

About Elwood Staffing

Founded in 1980, Elwood Staffing is a leading provider of talent-based solutions. Operating over 220 service locations throughout the U.S. and parts of Canada, Elwood employs nearly 1,000 employees, serves more than 6,000 clients and puts nearly 28,000 temporary associates to work daily. With a broad service portfolio and a seasoned staff, Elwood supports companies through the entire employment life cycle—from attraction to outplacement.

Information on Elwood Staffing and its services can be found at www.elwoodstaffing.com.

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