

We're Right Here

BG Products, Inc. is an international automotive maintenance services company that has had a prominent Kellogg location since 1971, east of the river on South Wichita Street, but not many people know it's there.

"We've been right underneath people's noses all along, and it's time we showed them that we're right here," says marketing manager Mike Moen.

He, along with TriMark Signworks, is in charge of installing a bright yellow, 9-by-20-foot sign.

"It's great visibility for us," Moen says.

"Obviously, as a manufacturing company, we're not a retail outlet... but we wanted people to know we're the world headquarters," he says.

And he wants people to know where to find BG products, like fuel and oil additives, at various retailers.

"We are doing more consumer advertising," Moen says.

The ads are directing people to bgfindashop.com

The company has had signs before, but not especially noticeable ones. The most attention-getting feature at the company headquarters has been BG Products' annual Christmas display atop one of its buildings.

"We would like for them to tie the two together," he says. "When you see the Christmas lights, now you know who it's from."