



CALER & COMPANY  
INCORPORATED

Marketing by Design

A Brand Management &  
Business Development Consultancy

66 East Cuyahoga Falls Avenue  
Akron, Ohio 44310-3038

VOICE - (330) 535-8053  
FAX - (330) 535-9908

www.caler.com  
info@caler.com

RESEARCH

STRATEGIC PLANNING

CORPORATE COMMUNICATIONS

ADVERTISING

IMAGE PROGRAMS

CORPORATE IDENTITY

BUSINESS TO BUSINESS STRATEGIES

MEETING FACILITATION

DESIGN

PROJECT MANAGEMENT

WEB SITE DEVELOPMENT

PUBLIC RELATIONS

SALES PROMOTION

DIRECT MARKETING

BRANDING

PACKAGING

MERCHANDISING

CONFIDENT | CONSERVATIVE | MASCULINE  
“STANDING TRUE.”  
“RESPECTED HERO.”

What makes a hero? Etymologically, the word “hero” is derived from the Latin, “hērōs,” meaning “man of superhuman strength or courage.” Does one have to wear a cape and a mask? Or can they wear a tool-belt and hardhat? Throughout history there have been copious amounts of lionhearted figures. Some fact, some fiction. Some ride off into the sunset after their last swill at the saloon. Others leap tall buildings. Welty Building, however, is the hero that built the saloon. Without us, there would be no building to leap.

Welty was built on an insoluble foundation of trust, honesty and experience. From our first brick mortared in 1945, Welty continues to wholeheartedly devote to clients and communities. What started as a shop teacher’s dream of a reliable and quality homebuilder, soon grew to take on bigger construction tasks: healthcare, not-for-profit, education and public buildings. We have endured hardships, built against odds, weathered ups and downs and proven our commitment. Welty does not crumble in the presence of tribulations, in the presence of setback or turmoil. Whether it’s building an Intra-Operative MRI extension to a children’s hospital or erecting the globally recognized Akron Art Museum, we face every challenge head-on and chin up.

At Welty, we are upfront, timely and true to our word. True is straight. Straight is forward. Honesty, willingness and support comprise the backbone of all our projects. Welty’s partnerships with clients cannot be quaked. Once espoused, our fidelity is to you and our project. There will be no evasions and there will be no missed deadlines. You are our cornerstone and we are the trusses.

We are invariably looking to the past to build what’s ahead. A new day is a new construction opportunity, a new opportunity to lead change. We are the leaders in building excellence, in building the new standard of performance and construction experience. Welty is there at every step along the way; from project inception to the time we hand over the keys.

Ronald Reagan once told us, “Heroes may not be braver than anyone else. They’re just braver for five minutes longer.” Whether it’s five minutes, five months or five years, Welty continues to uphold this statement and put in the extra time to produce superlative results. Together, we build a better future.

Welty Building: *Standing True.*