



# CAPABILITY STATEMENT

UEI Number: JWH9UWXD5B55 | Cage Code: 13M41  
NAICS Codes: 315210 | DUNS# 074444886

(276) 964-2600  
[www.Dianns.net](http://www.Dianns.net)



## About Us

With over 42 years of experience serving clients nationwide, Diann's Specialty Advertising, Inc. stands as the largest woman-owned specialty advertising firm in Southwest Virginia. As a certified Women-Owned Minority Business and an active member of our local Chamber of Commerce, we are deeply rooted in community engagement and professional excellence. Over the years, we have refined our focus on high-impact services such as custom apparel and corporate branding, that aligns with the evolving demands of today's market. Through strategic marketing efforts and a commitment to understanding our clients' unique needs, we've built lasting relationships and successfully expanded our reach—adapting with agility to shifting customer expectations while continuing to grow.



## Core Competencies

- Promotional And Safety Incentives For Employees
- Apparel Branding With Custom Embroidery
- Promotional Products
- Branded Uniforms For Staff
- In-House Designers

## Commercial Clients

- |                                 |                             |
|---------------------------------|-----------------------------|
| • Core Natural Resources        | • James River Equip         |
| • Alpha Metallurgical Resources | • CB MINING                 |
| • Cleveland-Cliffs Inc          | • Appalachian School of Law |
| • Scaffolding Solutions         | • John Deere                |

**Marketing Tools to Place Corporations "OUT FRONT"**

277 Collins Crest Cedar Bluff, VA 24609 | [www.Dianns.net](http://www.Dianns.net) | (276) 964-2600