



WALLCOLMONOY

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WALLCOLMONOY



AEROBRAZE
ENGINEERED TECHNOLOGIES



Updated Logos & Customer Rebrand Announcement Post Cards

Wall Colmonoy Announces a Global Rebrand Initiative

Wall Colmonoy, a global materials engineering group of companies engaged in the manufacturing of surfacing and brazing products, cast products, turbine engine components and heat exchangers, today unveils a global rebrand initiative in support of the company's long-term growth strategy. The company's engineering expertise is seen throughout aerospace, defense, automotive, oil & gas, glass, energy, food, marine, rubber and plastic industries. With over 70 years in business, Wall Colmonoy recognized it was vital to communicate their full range of capabilities across a global platform in order to uniquely and credibly address their customers' evolving needs.

Bill Clark, Chairman & CEO, states, "In this highly competitive global marketplace, our business success depends on supporting our customers. As we continue to develop new products and technologies, the rebrand and enhanced communication will showcase our customized expertise that results in smart innovation and growth for our customers."

"The rebrand ...will showcase our customized expertise that results in smart innovation and growth for our customers."

The rebrand, including an updated logo, establishes a global vision for the company with a distinctive point of view that sets out to further strengthen long-term strategic customer partnerships. The contemporized logo captures the new positioning and is stated in the new tagline "Progressive Collaboration for Superior Performance. Worldwide." The contained oval, the company's badge of quality, stability, and trust, signifies consistency, while the letters W, C, and C represent the rich history and heritage of the company. The addition of 'Wall Colmonoy' underneath the oval signifies the universal umbrella under which all products, services and locations fall.

Aerobraze Engineered Technologies – A New Name and a New Vision

As part of the rebrand, Wall Colmonoy's Aerobraze division, purchased in 2006, was renamed Aerobraze Engineered Technologies. The new name reflects the broadened scope of the division's capabilities in manufacturing engineered components and technologies for aerospace, energy, defense and transportation industries. The division meets aerospace quality standards in applications using the processes of brazing, surfacing, welding, thermal processing, fabricating, machining and overhauling. Ed Ridge, Chief Operating Officer for the division, leads the team's focus on technology, innovative applications and new product development through a disciplined manufacturing and rigorous quality control process demanded by the aerospace, defense, and energy industries.

"...focus on technology, innovative applications and new product development through a disciplined manufacturing and strict quality control process..."

The new global website and updated communication materials will be rolled out in the coming months.

Wall Colmonoy. Progressive collaboration for superior performance. Worldwide.



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About Wall Colmonoy

Wall Colmonoy is the leading manufacturer of alloy products for surfacing, high-temperature brazing, and casting applications across a range of high-tech industries. Known for our unique proven way of creating superior performing alloys that enhance engineered components, we pride ourselves on long-term strategic customer collaboration that produces value-added ideas and creative solutions.

Combining 70 years of engineering technology with a progressive, visionary outlook, Wall Colmonoy offers customers trusted, customized expertise that results in smart innovation and shared growth. More information about Wall Colmonoy is available at www.wallcolmonoy.com, www.facebook/wallcolmonoy.com and www.twitter/wallcolmonoy.com.

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