



PRESS RELEASE

For immediate release

REBRAND: FRACO PRESENTS A NEW CORPORATE IDENTITY

The Quebec manufacturer builds on the elements that made its reputation.

St-Mathias-sur-Richelieu, January 18, 2018 – As part of the *World of Concrete 2018* exhibition to be held from January 23 to 26, 2018 in Las Vegas, Fraco Products will unveil its new corporate identity. Built around the three pillars that have made the company's reputation: the human, the ingenuity and the support, this new brand is also a call to this new generation of employees, partners and customers who animate the environment of Fraco.

“Our logo has been virtually unchanged since the company was founded in 1991. During that time, Fraco grew and developed new business in a changing marketplace. After 25 years of existence, and a smooth transition in management, we wanted to reflect these changes in our brand and visual identity. We are proud to unveil today a rejuvenated brand and visual identity that reflects Fraco's unique character, ambitions, passion and strengths,” commented Julie and Emmanuelle Rainville, President of Fraco Products Ltd. “Our new brand identity evokes the reality of a company that has always valued partnerships and stands out through the creativity of all its members.”

Developed in collaboration with the Montreal agency LG2, the new corporate image adopts new distinctive colors that are also found in the design of products manufactured by Fraco. “We have also been bold in choosing a logo that incorporates a graphic element that is like the movement of our products,” says



Jacques Lainé, marketing director of the company. "The diffusion of this new image will intensify in the coming weeks, on our website as in social media."

Fraco Products Ltd. is a Canadian manufacturer of mast access systems such as work platforms, construction hoists, industrial elevators and transportation platforms. This equipment is intended for the construction of buildings, as well as for industrial markets, infrastructure works and the power generation sector. Fraco also has a solid reputation in developing access systems for special projects. The company primarily serves markets in North America and Europe but remains open to the world.

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Attachment:

FPR20180118-1.jpg New corporate logo



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New corporate logo