

New Brand Identity Launch for Hydraulic Technologies Business, Same Great Product

June 4, 2024 -- HYDRAULIC TECHNOLOGIES introduced a new global brand identity for its industrial-branded pumps, tools and equipment products. The new identity modernizes all of the brands through a simplified and focused redesign. The new brand identity will begin to transition immediately through all brands under Hydraulic Technologies into marketing efforts during this year.

Hydraulic Technologies' trusted brands sit underneath the new formation of the HYDRAULIC TECHNOLOGIES business; POWER TEAM, BOLTING SYSTEMS, STONE, RAIL SYSTEMS, HYTEC WORKHOLDING AND POSI LOCK. As a portfolio business under Wynnchurch Capital, Hydraulic Technologies will continue to provide and accelerate more innovative and reliable products while also providing our channels an expressive, demonstrative and empowering experience with the new look and feel of our brands for industrial markets.

Aaron Sztuk, General Manager of HT, said, "We are proud of the reputation we have built providing superior performance, quality, and service to our customers who rely on Hydraulic Technologies for their mission-critical needs. I am excited about our new company identity and brand launch offering a clear and cohesive message across our branded products."

 **HYDRAULIC TECHNOLOGIES** **POWER TEAM** **STONE** **BOLTING SYSTEMS** **RAIL SYSTEMS** **HYTEC WORKHOLDING**  **POSI LOCK**

Our new Company Identity sets standards for how the Hydraulic Technologies business and brands are expressed to our colleagues and customers. Our core color will follow suit and leverage the strength of "Power Team Orange" throughout the remaining brands.

Under our new color and logo scheme, our audiences will encounter our brand in a variety of contexts and forms, presenting a cohesive, consistent identity that will help reinforce our brand and make it memorable. Our powerful HT ICON is that anchor to create brand connection to assure our quality and expertise in every product we manufacture.

With a heritage of more than 90+ years of experience in supplying Professional Grade High-Pressure Hydraulic Pumps, Cylinders, Jacks, Pullers, Tools and specialty equipment, you can count on our powerful



product brands and solutions. Combining our tough products with application expertise and training makes your life safer, easier and more efficient in any mission-critical MRO application.

About Hydraulic Technologies:

Headquartered in Rockford, Illinois, Hydraulic Technologies designs, engineers and manufactures high-pressure hydraulic tools and equipment. A market leader in high-pressure hydraulic tools, HT's products serve mission-critical applications and are essential in maintenance, repair, and operational functions across a wide range of industries, including infrastructure, manufacturing, and rail. For more information, please visit: www.hydraulictechnologies.com

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SOURCE: Hydraulic Technologies