



*Reliable Resource.  
Superior Solutions.*

**Amesbury strengthens its brand identity — uniting its divisions with a new tagline and brand architecture.**

Amesbury, MA — May 23, 2011 --- Amesbury, the leader in window and door components has completed a rebranding program aimed at strengthening the Amesbury brand. After a period of research and strategic planning, Amesbury has elevated its brand identity by dropping the word "Group" from its name. It has positioned itself with the tagline: *Reliable Resource. Superior Solutions.* and simplified its division's names by uniting them under the Amesbury banner.

"Our branding initiative represents a major advance in presenting Amesbury as the premier supplier to the industry," says Jonathan Petromelis, President and CEO, "The Amesbury brand is built on our promise to deliver the widest array of innovative products backed by superior service."

"The divisions are excited by the possibilities created by this initiative," says Paul Prezzano, Director of Sales and Marketing for Schlegel, an Amesbury company, "It was a collaborative effort — producing a unity of thought that made the program successful. We have already experienced its power in our communication materials."

Amesbury has created Brand Identity Guidelines designed to ensure consistent usage of the logos, color, typefaces and tagline. Amesbury's website is the first application of its new brand identity. "The new website leverages our divisional strength under the Amesbury name," says Wayne Steinhauer, V.P. of Amesbury Hardware Products, "It is a great example of our branding strategy in action."

**About the Amesbury brand**

Amesbury is recognized as the premier provider of customized solutions to window and door manufacturers worldwide. Known for reliability, Amesbury customized components help manufacturers to innovate and grow.