



## Fantech introduces new logo, rebrands as "simply better"

May 1, 2013

*New Look and Messaging Refreshes Image and Showcases Company's Offerings*

Lenexa, Kansas, May 1, 2013 – For more than 2 decades, Fantech has been researching, designing and bringing to market “ventilation solutions” that ensure better indoor air quality in the buildings where we live and work have announced today that it has launched a rebrand of its company. The rebrand initiative includes a new visual identity and a new tagline, simply better™.

“At this milestone, we’re renewing our brand promise, and we’re raising a new brand standard that brings this promise to life,” said Rick Caldwell, Director of Marketing, Systemair / Fantech. “Our new branding speaks to our core principles as a company dedicated to the HVAC/R industry. With the combination of our innovative ventilation solutions, our knowledgeable team of experts, and our well-established best practices, we are able to deliver high-quality standardized ventilation products that are simple, robust and easy to choose, install, maintain and use.”

The company's new logo and typeface set it apart from competitors and reflect its unique blend of sophistication, efficiency, and friendliness. A round, dynamic shape symbolizes air in movement, which is abstracted from a rotating fan wheel. It's composed of a number of individual elements that form a strong, single and compact unit. Just like the individual brands and locations of the Systemair Group, as well as, the large scope of the Systemair product portfolio.

"Fantech has undergone a tremendous transformation in the last two years and we require a stronger brand identity to distinctly communicate Fantech's integrated vision for delivering ventilation solutions to our customers," said Mike O'Loughlin, Managing Director, Systemair / Fantech. "As we embark on the next chapter in our history we want to leverage Systemair's global resources in order to strengthen Fantech on its mission to transform the way the industry thinks about ventilation. Our new brand highlights the strength of our company as well as the quality of our products, and let's our current and future customers know that Fantech is simply better."

The updated brand identity represents a significant shift in Fantech's overall vision, look and message. The Company felt an updated brand was important to unify its global organization since making the Fantech acquisitions in 2008.

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**Address**

Fantech  
10048 Industrial Blvd.  
Lenexa KS, USA 66215  
[www.fantech.net](http://www.fantech.net)

**Phone**

800 747 1762  
**Fax**  
800 487 9915  
[info@fantech.net](mailto:info@fantech.net)

**FEIN**

59-2119591

**Payment to**

P.O. Box 200231  
Pittsburgh, PA  
USA 15251-0231

**Payment through**

Nordea Bank Finland PLC  
Account No. 7222563098  
Routing No. (ABA): 026010786  
Swift address: NDEAUS3N



### **About Fantech**

Since its founding in 1987, Fantech has focused on becoming a leader in the air movement/ventilation industry. Fantech's two North American manufacturing plants include a 155,000 sq. ft. facility in Lenexa, Kansas as well as a 130,000 sq. ft. manufacturing plant located in Bouctouche, New Brunswick, Canada. For more information, please visit [www.fantech.net](http://www.fantech.net).

### **About Systemair**

Systemair is a leading ventilation company with operations in 44 countries in Europe, North- and South America, the Middle East, Asia and South Africa. The Company had sales of 625 million USD in financial 2011/12 and currently employs about 3,400 people. Systemair has reported an operating profit every year since 1974, when the Company was founded. During the past 15 years, the Company's growth rate has averaged about 15 percent. Systemair has well-established operations in growth markets. The Group's products are marketed under the Systemair, Frico, VEAB and Fantech brands. Systemair shares have been quoted on the Mid Cap List of the OMX Nordic Exchange in Stockholm since October 2007. The Group comprises about 60 companies. For more information, please visit [www.systemair.com](http://www.systemair.com).

For further information, please contact:

Rick Caldwell, Director of Marketing, +1 913 752 6356

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10048 Industrial Blvd.  
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