

# A NEW ERA FOR A STORIED COMPANY



## TO OUR CHANNEL PARTNERS

Robroy Industries is entering a transformative period in its rich, 120 year history. After three consecutive record-breaking years, we are poised to further solidify our reputation as a unified, innovative family of brands. As external sales partners, you are a critical part of this exciting journey, and we want to share how this new brand direction will impact your market and the opportunities ahead.

### Why This Change?

Our branding is not just about updating logos or slogans; it is part of our business transformation. This strategic move to unite all our business units under the "One Robroy" vision, will strengthen our market position by enhancing brand awareness, leveraging our reputation for quality, and aligning our internal culture with the needs of the market. It's a shift that supports the continued success of partners like you by making our brand more recognizable and consistent across all touchpoints.

### What Does This Mean for You?

#### STRONGER BRAND EQUITY

While you lead with a brand that you represent, Robroy is a more integrated piece of this, allowing you to leverage the power of both. The market already associates the Robroy name with quality, and now, we are amplifying that recognition. When you walk into any sales conversation, you will be armed with a brand that not only has unmatched market awareness but is also perceived as the leader in quality. Your customers will immediately associate you with a company that delivers performance they can count on.

#### UNIFIED MESSAGING

Robroy is transitioning from being a collection of unlinked sub-brands to embracing a master brand that signifies excellence across all our product lines. Each sub-brand, will now carry the "A Robroy Brand" tagline, signaling that the superior quality customers expect from Robroy is inherent in all of our offerings. This simplifies your pitch: when customers choose any product from the Robroy portfolio, they are choosing a brand they trust.

#### UPDATED LOGO & VISUAL IDENTITY

Our updated logo retains the historic shield but modernizes it for greater visibility and impact. The simplified design ensures that wherever

our logo is seen, whether in presentations, on product packaging, or at trade shows, it is recognizable and easier to read. This fresh visual identity will help you stand out in competitive markets and reinforces the quality and trust behind our name.

#### CONSISTENCY IN CUSTOMER EXPERIENCE

As we roll out this rebrand, you'll benefit from a more consistent customer experience across all of Robroy's offerings. This brand initiative aligns all aspects of our business to better support you in providing the products your customers rely on. From unified messaging to refreshed marketing materials, we are committed to making it easier for you to sell and for your customers to see the value in Robroy products.

#### COMMITMENT TO "LEADING THE WAY"

The "Leading the Way" message remains a cornerstone of our brand but has been given a more prominent role. This commitment to innovation and guiding the market is more than a slogan: it's a promise we make to you and your customers. As our channel partners, you embody this ethos every day by bringing groundbreaking products to your markets.



## What's Next?

Our brand initiative is also an opportunity to improve how we operate internally, creating a workplace where collaboration and success are paramount. As sales partners, you will have the full support of our evolving internal teams, along with refreshed marketing materials, interfaces, reporting, tools, and campaigns that make success easier and you more effective.

As we roll out updated branding, expect updated collateral and resources designed to help you communicate the benefits of our products more clearly and effectively. This includes a brand guide reference, which will be shared with you to ensure you're equipped with the latest messaging and standards.

## Why It Matters for Your Customers

Customers are looking for reliability, and Robroy has consistently delivered that for over a century. This initiative not only reinforces the legacy of quality we've built but also assures customers that we are more committed than ever to leading the industry in innovation, performance, and customer satisfaction.

We invite you to embrace this new era for Robroy and continue to lead with confidence, knowing that the brand you represent is stronger, more unified, and more forward-thinking than ever.

**By aligning our marketing efforts and business units under one banner, we are set to build on the legacy that has made Robroy a trusted name in the industry. Let's continue to drive growth and success. Leading the Way - together!**

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