



## // Pyromation Launches New Branding



ORIGINAL LOGO



NEW LOGO

Pyromation's identity has changed from the small company that started in 1962, and it was made a priority to look into a new branding image that would reflect our evolution. The new Pyromation brand/identity was introduced in July 2009.

In essence, the new brand represents not only the evolution of Pyromation over the past 50 years, but the core attributes of the company:

- Customer-focused
- Responsive
- Reliable

The new brand identity was used in the development of the new Pyromation Web site. The launch of the new Web site represents the first exposure of the new brand to the general public. In the coming months, business correspondence, marketing literature, ads and other forms of communication will reflect the new look.

Pyromation has not changed the way it does business, but it has evolved and will continue to grow in ways that enhance product and service values for the customer. Although only a symbol, this new brand identity signifies the beginning of a new era of success for Pyromation and its business partners.

We encourage you to update any Pyromation logos used in your organization's materials and electronic communications. Please e-mail [sales@pyromation.com](mailto:sales@pyromation.com) and we'll send you the appropriate logo files.

To read the entire article on the [www.pyromation.com](http://www.pyromation.com) [click here](#).

This is the first issue of a quarterly e-newsletter that will keep you posted on industry news and the latest information from Pyromation. Please feel free to forward to your customers. If you know of anyone else in your organization that should receive this e-newsletter, please forward their e-mail address to [sales@pyromation.com](mailto:sales@pyromation.com).

## // Trade Shows and Events

Pyromation staff will be attending these upcoming industry trade shows:

### - ASM Heat Treating Society Conference & Exhibition

September 14-17, 2009  
Indianapolis, IN

### -ISA Expo

October 6-8, 2009  
Houston, TX

### - Power Gen Show

December 8-10, 2009  
Las Vegas, NV

In addition, Pyromation will be exhibiting at the **ISPE Show**, October 7, 2009, in Foxboro, MA.

## // **New Pyromation Web Site Has More Info, Updated Look**

Pyromation went live with its new Web site on July 2, 2009. The site incorporates the recently updated Pyromation branding/identity and offers more reference information than the former site. In addition, the site has greater value-added content for the customer, improved navigation, and enhanced functionality.

Among the many changes you will notice when you visit [www.pyromation.com](http://www.pyromation.com):

- An internal search function enabling visitors to quickly find anything within the site
- Comprehensive technical information
- A "Products" and "Industries" section where two clicks gets you to a catalog page
- Dynamic content (changing on a regular basis - see "What's Hot" or "News" section)
- Representative/Distributor section
- Enhanced Search Engine Optimization (SEO) - so Pyromation will be one of the first companies listed when people search for temperature sensors online
- New modern look incorporating the updated Pyromation brand

These and other changes make the new Pyromation Web site a leader in the industry - which will have a positive impact on business. Pyromation is also increasing exposure by implementing a marketing plan that will drive more traffic to the site.

The new Pyromation Web site will continue to evolve to better serve our customers, and show that Pyromation is the place to go for anything and everything related to temperature sensors.

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