



Montana Products Introduces New Corporate Logo and Look

Montana Products, Inc., known for manufacturing high quality coatings for the automotive, fleet, equipment and OEM markets has introduced a new logo. This logo, only the second in its 29 year history, gives Montana a "fresher, more innovative" look. The company says the new look will be implemented in a transitional process.

Orrville, OH ([PRWEB](#)) January 21, 2005 -- January, 2005 -- Montana Products, Inc. has introduced a new logo, only the second in its 29-year history, to give a "fresher, more innovative" look. The company says the new look will be implemented in a transitional process. It began switching to the revised logo in its corporate communications including letterhead, and business cards.

The corporation wanted to update its identity while keeping the integrity of the original logo. The new Montana font is bold and more vibrant than its predecessor. The swish of the 'o' is looser and more open-ended rather than closed, to illustrate to their customers the realm of possibility.

"We think the logo takes on a fresher, more contemporary appearance," Montana's Marketing Communication Manager, Tammy Anderson said. "With today's market constantly changing, we need to recognize and put a greater emphasis on technological innovation and sensitivity to changing trends. This is the key to strengthening our competitive edge and improving corporate value. We believe this look emphasizes a more modern, stylish feel to reflect the growth and progress of the company."

For nearly three decades, Montana Products, Inc. has built a reputation for manufacturing high quality coatings for the automotive, fleet, equipment and OEM markets. To locate a Montana Distributor near you or to receive more information, contact them at 800-341-3929, or email at sales@montanabigsky.com.

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