

**HOLD FOR RELEASE UNTIL: 8:00 AM EST, Tuesday, September 9, 2014**  
**Amesbury and Truth Hardware Announce New Brand Identity**

Edina, Minnesota. September 9, 2014

Amesbury Truth, a division of Tyman PLC, unveiled a new brand identity and tag line unifying the former Amesbury and Truth Hardware brands. This is a significant step in the integration of the two businesses which came together in 2013.

Commenting on the significance of the new brand, Jeff Graby, President & CEO said:

“Amesbury Truth offers best in class engineering resources with the broadest portfolio of innovative solutions that drive our customers’ success.”

“We are proud to share our new brand with the fenestration community. This new brand honors our rich history of innovation, trusted results and engineering excellence we bring to our customers.”



Commenting on the integration of the two brands, Michael McCann, Senior Vice President of Sales & Marketing said:

“The logo we developed represents the unification of two industry leaders. We’ve incorporated various elements of the original brand marks, marrying colors and fonts to represent the coming together of two well respected organizations.

We listened to our customers and heard loud and clear that both of these historic brands were important to them. Our tag line, ‘Engineered Solutions. Trusted Results.’ articulates the value we bring to our customers and our commitment to excellence.”

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