

# News Release



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## New look marks changes at Eagle Mouldings

*The 20-year-old supplier of aluminum trims and extrusions gets a new identity to signify new directions for the company.*

MAPLE GROVE, MN, November 16, 2009 – Eagle Mouldings Inc. has launched a fresh identity campaign to coincide with ownership changes and a renewed focus on customer service at this 20-year-old supplier of specialty aluminum trims and extrusions.

“There are a lot of positive changes going on at Eagle Mouldings,” says President and CEO Mike Kelly, “We want to assure that our communications efforts reflect a company drive to meet the high expectations of our customers.”

The new identity is intended to capture a revitalized strength and energy at the company.

At the center of the new identity system is a logo that represents the Eagle Mouldings positioning. The logo provides a unifying graphic element to create visual consistency and continuity across Eagle Mouldings digital and print communications efforts, including the website, catalog, business cards, letterhead, display materials, direct mail, and promotional merchandise.

Some things will never change. Eagle Mouldings will continue to deliver on customer expectations through their large stock of custom and hard-to-find aluminum trims as well as standard aluminum shapes. The company will continue to provide our customers access to an exclusive nationwide network of manufacturers.

However, in the coming weeks the company will enhance their customer experience by more effectively leveraging digital processes and Internet technology. Customers will find Eagle Mouldings more responsive, more dependable, and easier to work with than ever before.

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“For buyers of aluminum trims and extrusions, Eagle Mouldings is the single source supplier that can deliver exactly what you need, on time and on budget,” continued Kelly, “If we don’t have it in stock, we will find it, or help you create it.”

### **About Eagle Mouldings Inc.**

Founded in 1989, Eagle Mouldings is a single source supplier of custom and hard-to-find aluminum trims and extrusions, as well as standard aluminum shapes. Eagle Mouldings provides its customers with access to over 10,000 dies and shapes, through an exclusive network of the industry’s top extruders. These relationships enable Eagle Mouldings to deliver on their promise of fast turn-around, great pricing, and personalized customer service. Eagle Mouldings distributes to customers across North America, from their central offices in Maple Grove, Minnesota. For more, please visit [www.EagleMouldingsInc.com](http://www.EagleMouldingsInc.com).

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