



## **FOR IMMEDIATE RELEASE**

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### **GLASS MECHANIX BEGINS CORPORATE RE-BRANDING EFFORT WITH NEW LOGO**

*Glass repair equipment manufacturer and distributor moves toward new corporate brand  
driven by GlasWeld Management Solutions*

25 February 2009 (Bend, Oregon) –Glass Mechanix, an auto glass repair equipment and supply company, today unveiled a new corporate logo which is the first step to a complete re-branding for the company. The logo, which features an auto racing theme, has been unveiled with a new corporate tagline “Setting the Pace in Auto Glass Repair.” The new logo can be viewed at <http://www.glassmechanix.com/2009>

The primary color element in the new logo is red, which symbolizes the company's energy and dynamism. The logo, along with other upcoming branding elements, embodies Glass Mechanix’s renewed commitment to serving customers efficiently and professionally on all levels.

“To us, car racing is a sport that continually displays top performance, and that’s one reason why we chose a racing theme for the new logo,” said John Kiland, owner of Glass Mechanix. “By capturing this theme with the universal black and white checkered finish flag, and a sense of movement within the type itself, GlasWeld Management Solutions is helping us move forward into the newest phase of our company.”

The new logo and corporate tagline are the first step in a complete rebranding effort for Glass Mechanix, which will be represented on its Web site at [www.glassmechanix.com](http://www.glassmechanix.com) and in other promotional materials. The re-branding effort was brought about through the company’s new relationship with GlasWeld Management Solutions, a division of GlasWeld that focuses on the complete management of glass-related businesses. The company also provides full branding and marketing services for its clients.

Glass Mechanix can be reached by calling 800-826-8523 or visiting <http://www.glassmechanix.com>.

#### **About Glass Mechanix**

A respected leader in the windshield repair industry since the 1980s, Glass Mechanix manufactures and distributes equipment and supplies all around the globe. To ensure customer success, the company has a proven history in providing strong ongoing support to its technicians. Glass Mechanix continues to add to its long history of excellence and industry leadership with its latest venture with GlasWeld. Glass Mechanix will continue to serve those individuals and companies seeking the perfect balance of value and performance within the windshield repair industry.

#### **About GlasWeld Management Solutions**

GlasWeld Management Solutions, a division of GlasWeld, develops complete packages for managing glass repair businesses, from sales and operations to product development and brand management. The GlasWeld Management Solutions team applies its extensive knowledge of the glass repair industry to serving targeted customer bases for its clients. Advanced capabilities in production, fulfillment, customer service and quality control ensure that customers are supported every step of the way. GlasWeld Management Solutions' innovative approach transforms the way that companies manage opportunities and business functions in the glass repair industry. <http://www.glasweld.com>

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