

www.gmcw.com

4003 Collins Lane
Louisville, KY 40245 USA



p 502.425.4776

f 502.425.4664

info@gmcw.com

September 20, 2012

FOR IMMEDIATE RELEASE:

Contact:

Suzannah Stephens

GMCW

502.425.4776 (p), 502.326.1422 (f)

info@gmcw.com

www.gmcw.com

GMCW™ Unveils New Brand Identity

Louisville, KY – GMCW™ (Grindmaster-Cecilware™) has unveiled a new brand identity. The new logo reflects the company's commitment to being the industry's single source solution for hot, cold, and frozen beverage and foodservice equipment. GMCW's previous logo served the company well following the 2009 merger of Grindmaster Corporation and Cecilware Corporation. The new identity is part of a broader master brand strategy that encompasses a renewed energy for continued product innovation and development and quality initiatives. GMCW's new brand identity will be on display in the company's booth (#3145/North Hall) at the upcoming National Association of Convenience Stores Show (NACS) in Las Vegas, October 8-10.

Greg Immell, Sr. Vice President of Sales and Marketing said, "The consolidation of two great companies under new brand identity, GMCW, allows us to focus on our key categories to deliver the value added solutions our customers have come to expect. We are very excited to communicate our message in the coming year."

GMCW™ is headquartered in Louisville, Kentucky with locations in New York, Illinois, and Thailand. The company is owned and managed by BNY Mezzanine Partners, L.P. GMCW™ manufactures a comprehensive line of quality beverage dispensing equipment for hot, cold, and frozen beverages and a complementary foodservice equipment line.

###

