



**Media Contact:**

Bill Bussler  
Celtic PR for Dorner Manufacturing  
(262) 789-7630, ext. 131  
billb@celticinc.com

FOR IMMEDIATE RELEASE

## **Dorner Embraces *Move Fast. Move Smart.* Tagline with New Logo**

**HARTLAND, Wis., (June x, 2009)** – To better reflect the company’s commitment to offering its customers unmatched speed, intelligence and flexibility, Dorner Manufacturing recently unveiled an updated logo and corporate tagline. The new logo incorporates orange as a differentiating accent color as well as the tagline “*Move Fast. Move Smart.*” Dorner is currently rolling the updated logo into a variety of company materials, including its Website, business cards and letterhead, brochures, signage, advertisements and sales and marketing related materials.

So, what’s the meaning behind the company’s new “*Move Fast. Move Smart.*” tagline?

### **Move Fast:**

Everyone knows that time is money. That’s why Dorner moves *fast*. The company provides the fastest quotes in the industry and always stands ready to provide helpful sales support so placing orders is as quick and easy as possible. Dorner also offers the fastest delivery times to keep its customers up and running. In fact, select conveyors can be shipped within an unmatched 48-hour timeframe. Of course, the products manufactured by Dorner are also fast. All of the company’s conveyors provide high-speed, accurate and efficient product handling backed by an unparalleled record of performance reliability.

### **Move Smart:**

Speed means nothing without intelligence. Fortunately, Dorner offers its customers unequalled expertise when it comes to conveyors and related accessories. Plus, the company manufactures the broadest range of pre-engineered conveyor solutions that can quickly solve even the most complex product handling challenges. Dorner conveyors are automation enabled for fast system setup and integration – making them an easy and efficient addition to virtually any environment. Finally, Dorner conveyors are the *smart* choice because they are designed for maximum flexibility and can be reconfigured quickly.

**-more-**

## **ADD ONE: Dorner Unveils New Brand Identity**

“We’re very excited about our new logo and tagline,” said Rich Ryan, chief operating officer for Dorner. “But, it’s important to note that this represents much more than a simple facelift. *Move Fast. Move Smart.* underlies our total commitment to providing customers with the greatest possible return on investment, allowing them to increase production output while lowering overall costs. And, in today’s economy – that’s really what it’s all about.”

For additional information about the new logo or tagline, please call **1-800-397-8664** or email **customerservice@dorner.com**. More details about Dorner and its complete conveyor offering can also be obtained online at **Dorner.com**.

### **About Dorner Manufacturing:**

Based in Hartland, Wis., Dorner Mfg. Corp. is a world leader in the design, manufacture and distribution of high-quality conveyors and related equipment. Since 1973, companies from around the world have turned to Dorner for greatly improved efficiency and productivity. Additional information about the company can be obtained online at [dorner.com](http://dorner.com).

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**Editor’s Note:** *For high-resolution photography or interview requests, please contact Bill Bussler at 262-789-7630 or [billb@celticinc.com](mailto:billb@celticinc.com).*