

PowerNet Global Now Powernet; Launches New Brand, Vision

CINCINNATI, OH - March 13, 2014 - Telecommunications solutions provider PowerNet Global has re-launched as Powernet with a new corporate logo, branding elements and content focus. Powernet's new website, powernetco.com, rolled out Wednesday. The rebranding effort coincides with several leadership moves throughout the organization in the past six months, as well as a move to a new corporate headquarters earlier in February.

"We thought it was time to really look the part of industry expert and industry leader," said Allison Stevens, CEO at Powernet. "These changes, combined with a renewed emphasis on digital media, will help everyone realize our solutions are as leading-edge and competitive as any out there."

"After 22 years, it was time for a refresh."

In addition to the shortened name, logo and website, the company will also be sporting new colors, a revamped social media presence and a new blog focusing on SMB communications developed by subject matter experts from different areas of the company. High-level executives and members of the product development and implementation teams will be key contributors in developing the new content.

PNG tablets, a brand of Powernet, will undergo a similar transformation as well, launching a new website emphasizing its buy-one-give-one donation program, Gift1. The revamped tablet site, powernet-gift1.com, will launch later in the month.

"The goal with both Powernet and Gift1 is to showcase the people, knowledge and experience at work here," Stevens said. "It's great to have a fresh style, but we know that ultimately, it's the substance behind the products that people really care about."

About Powernet

Powernet enables businesses to connect with audiences in the office and across the world through wireless networking, voice, data and call center solutions, in addition to domestic and International carrier services. With more than 20 years of telecom experience and expert sales and support teams operating out of our Cincinnati, Ohio headquarters, we provide our partners and clients the unparalleled service and innovative technology they need to achieve their business goals.