



FOR IMMEDIATE RELEASE

IceTech is launching a New Corporate Logo

Today IceTech, the worldwide leading manufacturer of high performance, reliable dry ice blasting and dry ice production equipment, unveiled a new, refreshing corporate logo and color combination, providing stronger recognition as an environmentally friendly company. The new corporate logo enables a clear identification with the “go green” strategy that IceTech will begin to implement.

The corporate logo has been modernized but keeps all the elements within its original logo, such as company name and fonts. This is to demonstrate a clear and powerful message, supporting the corporate mission. IceTech moved to a more energetic color palette which indicates the importance of being “eco-friendly” and emphasizes the role of dry ice technology in building a “green” world.

“We are launching our new logo to align our future business goals. We want to send a message to our customers worldwide that we care about the environment and the planet we live on. Our Research and Development Department will continue to manufacture environmentally friendly dry ice products that guarantee cost effective solutions for our customers, and stress the importance of our mission.” – says Peer Moerk, Chairman of IceTech.

The first IceTech logo was created in 1998 and served the company for more than a decade. Since then, IceTech has continued to change the industry through engineering the most versatile line of dry ice blasting equipment and high performance dry ice production equipment. For the last 16 years of activity IceTech has created a network of more than 30 distributors and direct sales forces, and supplies equipment worldwide. Manufacturer

Public Relation inquiries please contact:

Worldwide

Karolina Gruss-Kufel
Mobile: +48 506 179 323
E-mail: kk@icetechworld.com

North & South America

Kevin Gildea
Mobile: +1 513 703 9955
E-mail: kg@icetechworld.com

For Corporate inquiries or Partnership opportunities, please contact:

Worldwide

Bjarne Nielsen
Managing Director
Phone: +45 76 56 15 00
E-mail: bn@icetechworld.com

North & South America

Dennis Hjort
President, CEO
Phone: +1 513- 942-4144
E-mail: dh@icetechworld.com