

Hierl Insurance Inc.
325 Trowbridge Drive
Fond du Lac, WI 54937

News Release
HOLD FOR RELEASE
July 11, 2016

Strength. Heart. Results.
Hierl Insurance Launches New Brand

Fond du Lac, Wisc – Hierl Insurance is excited to announce the launch of its new brand and website beginning July 11, featuring a new logo, tag line and website revamp.

With the new brand, Hierl hopes to better define who they are at the core of the company through a clear, defined and consistent message.

“As we’ve grown throughout the years, we have discovered that what really matters to us is people-- those we work with, work for and the communities we serve. We believe this new brand better reflects our focus on helping both our employees and customers become successful. The new tag line, ‘Strength. Heart. Results.’ describes the essence of who Hierl is in one phrase”, said Mike Hierl, President.

STRENGTH represents Hierl’s dedication to their clients. Hierl is straightforward and transparent with their current and future clients to provide recommendations that are backed by expertise in all areas of service.

HEART is the passion Hierl has for people. Hierl understands that what they do impacts more than the spreadsheet or the bottom line. It has a real impact, for real people and real families. It is the “extra mile” that is expected and delivered.

RESULTS is what Hierl delivers. They hold themselves accountable for their promises and measure what they deliver to show its impact over time. This is reflected in their effort to develop meaningful relationships personally, professionally and financially. This is their ROR – Return on Relationship.

The new website redesign will feature a more user-friendly navigation, personalized tools and resources, and a modern design that emphasizes the Hierl brand.

For more information on Hierl’s new brand and website redesign, please visit www.hierl.com or contact Cathleen Christensen at 920.904.6556 or cchristensen@hierl.com.

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About Hierl Insurance Inc.

A third generation family owned business, Hierl Insurance delivers results with the strength of industry expertise while developing strong meaningful relationships. Since 1919, Hierl Insurance Inc. has earned the trust of Wisconsin employers by using insight and innovative technology to create unique strategies that protect business owners, their employees and their budgets. Hierl's mission is to provide clients with the wisdom and tools necessary to build a more engaged, productive and loyal workforce. With locations in Fond du Lac and Appleton, Hierl's expertise in employee benefits, commercial insurance, human resources and wellness delivers a great business team.

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