



NEWS RELEASE

December 1, 2017

Contact: Ami Bensman, Director of Marketing
913-599-1177

Balance Innovations debuts new mission-driven brand identity

Corporate branding, including redesigned logo and new tagline, encapsulates the company's history of revolutionizing retail through innovative software solutions

Lenexa, Kan.: Balance Innovations has introduced new corporate branding aligned with its mission, growth strategy and commitment to develop a software platform that powers retail productivity and drives world-class customer experiences.

The new branding elements include a redesigned logo, which represents the company's mission as a technology platform. The logo's visual mark uses bright colors, 3-D imagery and strong lines to give the abstract concept of retail software a tangible visual. The logo mark also gives a nod to the company's history of payment reconciliation, with the combination of an equals sign on the left and stylized letter "B" on the right.

"Our new brand identity reflects the fact that, though the industry and the technologies it uses might change, our commitment to innovation – and to our customers – never wavers," said Darren Knipp, president & CEO of Balance Innovations.

The company also revised its corporate tagline, "Empowering retailers to make better decisions," to reflect the collective power of its solutions to quickly deliver the vital information retailers need to operate each day and succeed in the long run.

The company's VeriBalance platform is known for its robust point-of-sale (POS) integration capabilities, which, along with other features, deliver valuable insights to help retailers act quickly and decisively. The platform aggregates and interprets data from any retail system or device, such as intelligent cash drawers, cash recyclers, self-checkouts and corporate systems. In addition to the POS, it also integrates with other enterprise systems, like scheduling and feedback solutions, to expand a retailers' view of what happens in their stores each day.

Balance Innovations has a wide-ranging roster of retail customers that includes Fortune 50 companies, as well as a near-perfect retention rate.

###

About Balance Innovations

Balance Innovations offers the only retail software platform that connects systems and devices to provide analytics and actionable data about the entire organization, helping retailers make better decisions with real-time visibility of store activity. Balance Innovations is certified as a Great Place to Work[®], an honor for excellence in workplace culture as reflected by employee feedback. For more information, visit balanceinnovations.com or follow the company on Twitter at [@BalanceInnov](https://twitter.com/BalanceInnov).