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Thunderbird announces major rebranding of its Metal Impact business

OAK BROOK, ILLINOIS, August 2, 2022—Thunderbird LLC has announced the rebranding of its Metal Impact business units located in Elk Grove Village, Illinois, New Albany, Mississippi, and Graham, North Carolina. For more than 60 years Metal Impact has served the needs of global OEMs across diverse markets with impact extrusion contract manufacturing expertise while simultaneously growing into the industry leading compressed gas aluminum cylinder manufacturer. To bring clarity to the unique offerings provided, Metal Impact will now go to market as two distinct brands: Thunderbird Metals for its contract manufacturing business, and Thunderbird Cylinders for its broad line of compressed gas cylinders.

Each brand is now supported by its own dedicated website, marketing communications platform, and sales channel. For more information, visit Thunderbird Metals (thunderbird-metals.com) and Thunderbird Cylinders (thunderbird-cylinders.com).

“In honor of the successes achieved by our impact manufacturing businesses, and in recognition of the unique needs of our diverse customers and markets, we are proud to bring distinction to these Thunderbird brands,” said Kevin Prunsky, Chairman of the Board of Thunderbird. “Our customers will experience the continued support from our teams with a renewed focus and commitment to help them succeed.

Phil Kretekos, President of Thunderbird, envisions accelerated growth for both Thunderbird Metals and Thunderbird Cylinders.

“The impact extrusion expertise across our facilities is second to none,” said Kretekos. “We have made investments and process improvements and will continue to do so. By bringing clarity and distinction to our unique offerings and markets, customers can now make better informed buying decisions.”

“Becoming two separate Thunderbird brands is a logical transition for this business unit,” said Rick Fowich, Director of Sales & Marketing of Thunderbird. “This move recognizes our customers needs first and foremost and provides the clearest pathways to specific solutions for them.”

This rebranding initiative highlights Thunderbird’s commitment to growth and investments in American manufacturing. Thunderbird provides active management solutions to operations as well as process improvements, equipment, and, most importantly, its people for all its companies, delivering the best customer experiences, outcomes, and satisfaction.

ABOUT THUNDERBIRD LLC

Thunderbird is a hands-on team of professional leaders dedicated to building sustained business growth for American manufacturing companies. As part of its active management process, Thunderbird elevates companies through continuous improvement and capital investments. A unified pursuit of excellence, teamwork, and innovation guides the Thunderbird long-term ownership model. Thunderbird enables people to grow, companies to soar, and customers to succeed. <https://www.thunderbirdllc.com/>

