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PBI Reveals New Brand Identity with Redesigned Logo and Website

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PBI Performance Products, producers of high-performance PBI[®] fiber, announced today the launch of its new logo and website. These changes come at a time when the company is evolving its brand identity while expanding its global reach.

“PBI is a unique molecule which is finding new end uses by solving critical issues in personal protection, energy, hi-tech manufacturing, and water purification. Our business has grown and evolved over the last 30 years and we continue innovate with solutions for a safer tomorrow” Says Bill Lawson, President.

“We are really excited to launch the new identity, as part of the ongoing evolution of our business. We have transformed our branding to reflect who we are today and our dynamic future tomorrow.” says Catalina Ciobanu, Marketing Director.



Designed to work effortlessly across digital and physical channels, as a stand-alone and ingredient brand, the new logo evokes movement and velocity, while maintaining the integrity of the PBI brand equity and color cues, valuable and recognizable assets built throughout the years.

To highlight the new logo, PBI has introduced a redesigned website. The primary goal during the redesign process was to create a more valuable, user-centric and responsive resource across all platforms and devices. With feedback from our customers and stakeholders, we wanted to focus on making it easier for our customers

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to obtain technical information about PBI Fabrics via a simplified message and digital resources such as, laboratory testing videos and comparative performance data.

About PBI Performance Product

PBI Performance Products, Inc. is the sole producer of high-performance PBI fiber – used in turnout gear outer shells, thermal liners, moisture barrier substrates, hoods, gloves – and other premium flame-resistant fabrics.

PBI Performance Products, Inc. provides firefighters, first responders, petrochemical and utility workers, soldiers, and emergency professionals around the world the ultimate in thermal and flame protection, combined with comfort and durability.

PBI Performance Products, Inc. is a wholly owned business of The InterTech Group, Inc., located in North Charleston, SC. The InterTech Group is a holding company and operator of a diverse global group of companies specializing in custom-engineered solutions.

For more information, visit www.pbiproducts.com

This release contains certain statements that may be deemed "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical fact, that address activities, events or developments that we or our management intends, expects, projects, believes or anticipates will or may occur in the future are forward-looking statements. Such statements are based upon certain assumptions and assessments made by our management in light of their experience and their perception of historical trends, current economic and industry conditions, expected future developments and other factors they believe to be appropriate. The forward-looking statements included in this release are also subject to a number of material risks and uncertainties, including but not limited to economic, competitive, governmental, and technological factors affecting our operations, markets, products, services and prices. Such forward-looking statements are not guarantees of future performance, and actual results, developments and business decisions may differ from those envisaged by such forward-looking statements. We identify the principal risks and uncertainties that affect our performance in our Form 10-K and other filings with the Securities and Exchange Commission.

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