



For Immediate Release
January 2, 2019

Comtran
Contact: Joe Barry, President
Tel: 508-399-7004
Email: joe.barry@comtrancorp.com

Comtran Announces New Brand Identity

Attleboro, MA – Comtran Cable, a provider of specialty cable and system solutions, announced today the launch of a new brand identity, logo, and tagline. The organization will now be known as Comtran. In an effort to reflect the forward-moving direction of the company, the new brand identity represents Comtran’s commitment to innovation and new product development, while honoring Comtran’s 30+ years in the wire and cable industry.

The new visual identity includes an update to the classic green logo mark as well as a new tagline, “Innovative Systems. Engineered Solutions.” With a modernized image representative of the company’s evolving and diverse product portfolio, Comtran is in a position to expand beyond wire and cable manufacturing into new markets and complementary product categories.

Since 2013, Comtran has expanded its specialty product offering, including VITALink® circuit integrity cables, DEFENSE-Link® military shipboard cables, and HUB-Link® rail transit cables. Supported by a trusted history in communications cable manufacturing, Comtran has increasingly invested in the growth of their specialty product lines. As the organization continues to grow in the future, they embrace the new image with anticipation to better serve customers, old and new.

In a letter to customers, Comtran’s President, Joe Barry, explains, “Comtran’s commitment to customers and partners remains our highest priority. By rebranding ourselves as Comtran, we believe that we are in a position to continue providing our customers with the best product selection and services available to the market today and in the future.”

All corporate documents, invoices, shipping documents, product packaging, etc. will transition to the new logo in early 2019.



Figure 1. Comtran’s updated logo and tagline.

Information contained in this release is subject to change at any time.

The Marmon Group, a Berkshire Hathaway company, is an international association of about 140 manufacturing and service businesses that operate independently within 11 diverse, stand-alone business sectors. Member companies employ more than 16,000 people and operate about 300 manufacturing, distribution and service facilities, primarily in North America, Europe and China.



Contact information, including phone numbers and email addresses, plus Comtran's street address and website will remain the same. For questions regarding Comtran's new brand identity, please contact Joe Barry at joe.barry@comtrancorp.com.

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About Comtran

Comtran is a leading provider of specialty cable and system solutions for a variety of applications, including structured cabling, fire safety, circuit integrity, and transit & military communications. Comtran has over 30 years in the industry and is a member of Marmon Engineered Wire & Cable, part of Marmon Group, a Berkshire Hathaway company.

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330A Turner Street, Attleboro, MA 02703 | Phone: 800-842-7809 | Fax: 508-399-8839 | www.comtrancorp.com