



**FOR IMMEDIATE RELEASE**

### **OTIS DEBUTS NEW CORPORATE LOGO**

**Lyons Falls, NY:** Otis Technology unveils a new corporate identity, making it the most noticeable change in its visual identity in over twenty years. The company's new mark took effect August 1, 2016.

The new logo will redefine Otis as a leader in the American design and manufacturing of innovative firearm maintenance products. The new mark will first appear this month on Otis Technology's new line of cleaners, lubricants and protectants.

"Our previous logo was designed in 1995 and has only varied slightly over the past twenty years. We thought it was time to start fresh with a new, clean look that better depicts our business today," states Leonard Puzzuoli, Chief Executive Officer for Otis Technology.

The clean, more advanced look of Otis' new brand mark is an improved representation of the company and the essential customer-focused portion of its mission statement: *"To continually assess our customers' needs and adapt our organization to meet these requirements."*

Otis remains committed to exceeding customer expectations and providing innovative, quality USA made products. Over the past several years, Otis has elevated its portfolio with innovative products such as the Ripcord®, B.O.N.E.® Tool and DEFENDER series. With the introduction of the chemical line, Otis is furthering its expansion beyond Breech-to-Muzzle® compact gun cleaning systems. Additional innovation, from both a new product and a packaging standpoint, remains at the forefront of the company's strategy.

To download the new logo and branding style guide, please visit [www.otistecmedia.com](http://www.otistecmedia.com).

Otis Technology is known for manufacturing the most advanced gun cleaning systems and accessories available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with the US Military. Otis Technology is ***SMART GUN CARE***.

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