



## **Media FAQs**

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### **Why did the company decide to rebrand?**

We're more than just an AV systems integrator. We've made a series of investments to transform our company and better serve our customers. We now have a national footprint, global deployment capabilities, unmatched expertise in our innovation and Managed Services, and unmatched speed when deploying simple meeting rooms. These capabilities help our customers transform their modern workplace, helping their employees communicate and collaborate better.

Our customers' needs have evolved in recent years. In addition, our own capabilities have expanded, making FORTÉ unique in the industry.

- Customers need a strategic business partner to assist with their modern workplace transformations. They want a partner that provides counsel and expert advice on the collaboration solutions which ultimately make the workplace into a destination for employees.
- FORTÉ has expanded and added new solution and service offerings to encompass both the demand for speed and scale as well as the customized, flexible technology solutions that often surface as their most complex and challenging spaces. We have evolved our operations and delivery teams to meet customer demand unlike any others in our industry category.

### **What prompted the change, and why now?**

After 50 years in the systems integration business, now is the perfect time to turn the page and reposition the company with a new brand identity. Our customers' expectations and needs have evolved and we're evolving to meet this change.

### **What does the new name mean?**

FORTÉ literally means "greatest strength or area of expertise." We feel it's a perfect description of our unmatched expertise in designing, installing, and supporting communication and collaboration solutions.

### **How was the new name chosen, and what does it signify about the company's vision/direction?**

We went through an extensive process in identifying FORTÉ as our new company name including employee interviews, customer interviews and more. A branding agency guided us through the naming options. After all the information was compiled and reviewed, a list of potential new names was created and FORTÉ quickly rose to the top.

### **What changes are included in the rebrand?**

This will be a transition as we have 40-plus office locations in the United States. Changes include, a new website, updating signage at all locations, re-badging more than 350 vehicles, updating social media channels, Google Business Listings, and much more.

**How does the new brand impact current clients/customers? Will it affect ongoing services, contracts, pricing, or support?**

Customers will see the new name start to appear on invoices and service contracts, but this will have no effect on services, pricing or support.

**What is the significance of the new visual identity? What inspired the logo, colors, typography, and other design elements? How do they align with the company's direction?**

We wanted a logo that is bold and exudes technology. The font choice with the accent mark on the E is easily identifiable. The color palette that surrounds the O is a nod to our legacy brand colors with a modern update. We feel the new logo exemplifies who we are as a company: bold, vibrant and confident. We'll never stop evolving to make sure our customers succeed. And that will always be our FORTÉ.

**Does the rebrand reflect a shift in the company's target audience or market? Are you entering new markets, industries, or customer segments as part of the rebrand?**

We have expanded into new markets in recent years with an expanded K-12 education team and a dedicated federal government team. While Fortune 1000 companies remain our primary customer base, we continue to work with small and medium businesses as well as multinational enterprises.

In addition to the rebrand, we have announced two strategic acquisitions in Ireland and Germany. With the investment in these locations, we are expanding the FORTÉ brand globally to support future growth and demand from our biggest customers.

**Who was involved in the rebranding effort? Which internal teams or leaders led the charge?**

This rebrand was led by our VP of Brand Marketing, Craig Gudorf, along with our executive team including CEO Jeff Stoebner, COO Roger Patrick, CFO Chris Mounts and CRO Don Mastro.

**What's next for the company post-rebrand? Are there any new initiatives, service expansions, or strategic goals tied to the rebrand?**

Our first major initiative will be InfoComm 2025, which is North America's largest audiovisual industry trade show. We will have a major presence there to generate awareness of the new brand identity and speak with prospects and customers about our scope and capabilities. In addition to new offices opening in Washington, DC and San Antonio, we will expand into Ireland and Germany in 2025.