



PRESS RELEASE

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FOR FURTHER INFORMATION CONTACT:

Greg Hannoosh, Next Step Communications Inc., (207) 703-0343 or ghannoosh@next-step.com, or

Markus Betsche, Global Product Manager, Trexel GmbH, +49 2661/5492 -140 or m.betsche@trexel.com

Brian Bechard, President & CEO, Trexel Inc., (781) 404-5048 or b.bechard@trexel.com

Trexel Introduces New Logo and Branding; Launches All New Website

Wilmington, Mass. (August 26, 2019) . . . Trexel Inc. has introduced a new logo and branding, and has launched an all-new website (www.trexel.com).

"We are excited about the rebranding of our company," said Brian Bechard, President & CEO of Trexel. "The time was right for a new logo and imaging."

Trexel is the pioneer in gas-assist, physical foaming for the plastics industry. Having worked for many years with leading molders to help produce lighter-weight, more accurate parts at lower production costs, recent new product developments and breakthroughs are making it easier than ever before for molders to incorporate and enjoy the benefits of the technology.

"The rebrand corresponds with Trexel's continued growth into new markets, with new technologies, as physical foaming continues to be adopted by plastics molders worldwide," said Bechard.

Pinckney Marketing, the agency that developed the new logo and website, issued a statement describing the thought process behind the design of the new Trexel logo and imaging:

"Trexel's new brand is a true representation of the purpose and philosophy of the company. The new logo features a bubble icon to the left of a sturdy typeface. The bubbles themselves related to the process of creating bubbles inside plastic parts. The 3 bubbles are arranged as if they are floating upwards to resemble the light-weight results of Trexel's processes. For colors, we chose



green to represent the eco-friendly benefit of the company; while the blue signifies trust-worthiness and the strength of Trexel as a company."

Trexel's new website represents a much more user-friendly site where visitors can easily access complete information on Trexel's products, technologies and services, including the company's signature MuCell Physical Foaming Technology, TecoCell Chemical Foaming Technology, and more. Key markets and applications are also featured showing Trexel physical foaming success stories worldwide.

About Trexel

Trexel is in the business of providing technology which places tiny cells of gas in plastic parts, and our passion is manifested in the broader benefits that these micro bubbles can deliver. Our microcellular foaming technology reduces production cost while increasing environmental sustainability. We make it possible for designers to break some of the rules of thermoplastic part design, resulting in design for function instead of design for manufacturability.

Our technology enables lighter, more dimensionally stable products which can be produced faster on smaller, more energy efficient equipment.

Since 1995 we have been applying our technology to thousands of applications in dozens of industries. We have developed unsurpassed know-how, continuously improved our technology and enhanced our services, growing into the global leader in microcellular foaming technology we are today.

We deliver systems for physical foaming injection molding, chemical foaming agents and provide extensive technical advice up to complete handling of engineering projects. Mold trials, services and education or training activities complete our activities.

MuCell® is a registered trademark of Trexel, Inc.

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