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SIMPLY PARTSTM

Kristin Hurst
Director of Marketing & Communications
Ph 954 474 0325
khurst@encompass.com

Encompass Launches New Brand Identity to Strengthen and Simplify Company Positioning

Lawrenceville, Ga., December 12, 2018 - [Encompass Supply Chain Solutions, Inc.](#), a leading provider of replacement parts and supply chain services for a diverse range of product brands, today unveiled its new brandmark and tagline, which are intended to more clearly represent the company's comprehensive offerings and value to customers.

After careful analysis of the company's former logo created in 2006, Encompass leadership determined the need to update and refresh the brand to better align with the company's current positioning and core competencies, said Encompass President and CEO [Robert Coolidge](#).

“The previous logo just did not evolve with who we are now as an organization,” said Coolidge. “It was cold and formal and gave the wrong impression that we were complex and lethargic. With all our exciting growth and new initiatives, we needed a brand that was progressive and reflected our innovation, energy, and approachability.”

With one of the country's largest, most diverse parts inventories in the country, along with a wide array of logistics services, the company name was kept, maintaining its “all-encompassing” solution to the market. The new brand design comprises the wordmark Encompass in dark blue, lower case text, reflecting both strength and friendliness. An “eHex” symbol above the brand is derived from the form of how parts are received: a shipping box. It additionally creates a monogram “e” character, symbolizing simplicity and warmth.

The company added a tagline to further reinforce its messaging: Simply Parts™. While Encompass offers a full range of forward and reverse supply chain solutions beyond parts supply, repair parts are central to the company's services.

“Virtually all of our supply chain solutions – from distribution to reverse logistics and even depot repair – involves a part in some way,” said Coolidge. “The new tagline also helps convey our mission to streamline and simplify parts delivery for both our B2B and B2C customers.”

[Kristin Hurst](#), Encompass Director of Marketing and Communications, led the rebranding initiative and is overseeing the transition across external and internal channels. The brand launch follows Encompass' 65th anniversary, which the company marked with celebrations throughout the year.

“After honoring our long history and heritage in 2018, the timing was ideal to now go forward with a fresh new look and strong value messaging,” said Hurst. “A brand is so much more meaningful than just a logo design. It's our flag and reflects who we are as a company and what we offer to all our customers.”

To help inform external audiences about the brand change, Encompass has developed a special landing page at solutions.encompass.com/simply-parts.

About Encompass Supply Chain Solutions, Inc.

Formed in 1953, Encompass is one of the country's largest suppliers of repair parts and accessories for products throughout the home. Encompass also offers complete parts supply chain management, 3PL, depot repair and reverse logistics service. In addition to consumers, we support an array of B2B customers, including manufacturers, multi-family property management, warranty providers, service networks, independent dealers and retailers.

For more information, please visit solutions.encompass.com and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).