

## FOR IMMEDIATE RELEASE

### **Carlisle Fluid Technologies Rebrands as Binks, Expanding its Legacy of Innovation and Customer-Centric Solutions**

*New Brand Identity Reflects Company's Growth, Vision, and Commitment to Customer Success*

Carlisle Fluid Technologies, a leading global manufacturer of products and systems for the supply, application and curing of sprayed and dispensed materials, is excited to announce its official rebrand to **Binks**, marking a new chapter in the company's long history. The re-brand aligns with the company's vision for the future and its continued commitment to innovation in the service of reliable advancements in consistency, efficiency, and sustainability for customers around the globe.

#### **A Legacy of Excellence**

Carlisle Fluid Technologies had long been at the forefront of developing process solutions for a wide range of material application demands. As the company expands its product offerings and services, it has chosen to unify under the Binks name. Together with a variety of sub-brands, the company's more than 375 years of collective experience is now coalescing to streamline its market presence and reinforce its reputation as a trusted partner that simplifies complexities for customers worldwide, from a product level to a holistic system level.

"Our new name, Binks, pays homage to our roots while reflecting the exciting future that lies ahead," said Fred Sutter, CEO of Binks. "This re-brand is an exciting milestone for our company. It represents the strength of our heritage, the innovation at the heart of our culture, and our unwavering commitment to supporting our customers' success with industry-leading solutions. We are confident that the Binks name will resonate with our customers and partners, both old and new, as we continue to evolve and grow."

#### **Why Binks?**

The company chose to elevate a sub-brand to the level of a parent brand that has long-standing success as a strong, recognizable brand in the marketplace, reflecting the company's ongoing innovation, cutting-edge technology, and ability to meet the challenges of modern industries. The re-brand brings with it a new logo, updated branding materials, and a fresh website will follow, designed to improve user experience and reflect Binks' innovative mindset.

#### **What's Next?**

Binks will continue to provide its comprehensive portfolio of products and services, including pumps, valves, spray guns, filtration, and automation systems, all designed with a focus on efficiency, sustainability, and reliability. Along with the rebranding, Binks is poised to unveil new product innovations and initiatives in the coming months.

*Binks, formerly known as Carlisle Fluid Technologies, is a leading global manufacturer of products and systems for the supply, application and curing of sprayed and dispensed materials. Binks serves a variety of industries, including automotive, pharmaceuticals, food and beverage, and manufacturing. With decades of experience, Binks continues to set the standard for precision, reliability, and innovation in fluid technology solutions.*

For more information, visit [www.binks.com](http://www.binks.com).

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