

FOR IMMEDIATE RELEASE

Vernay Transforms Brand

Vernay's New Brand Image Supports the Company's Key Strategic Initiatives: Global yet Local, Co-designed Product Expertise and Lean Operational Excellence

Atlanta, Georgia, April 11, 2012 -- The transformation of the Vernay Brand has happened. The brand change further reinforces Vernay's core competencies, strategic initiatives, as well as our market-based value proposition. On January 11, 2012, Vernay unveiled the new brand, tagline and positioning message. The new website has emphasis on material development expertise as well as Vernay's world class concept to launch program and highlights their global presence with a local touch. Andy Woodward, VP of Global Sales & Marketing commented that "we were looking for a web presence that accurately reflects our core competencies and market-based value proposition. Since we are a highly technical company, it is important that our website delivers this message in a clear, concise manner. We are very pleased with the result."

With over 65 years of experience, Vernay's engineers and chemists are recognized throughout the industry for their expertise. Vernay's engineered components are used in everyday products including automobiles, printers, lawn & garden equipment and consumer products such as large and small appliances as well as household cleaning products. They can also be found in critical applications including life-saving medical devices, water-saving irrigation systems and cutting edge fuel cells.

Vernay as a global company is constantly developing new geometries, custom formulations and unique manufacturing technologies to create the high performance, dependable components that are the foundation of their solutions. This experience in fluid control has led to advances in analytical design and laboratory testing tools, including Vernay-proprietary tools, to help reduce development cycles and give our customers confidence in our solutions.

The new Brand design reflects a modern, forward looking and environmentally responsible Vernay. The swoosh graphic above the "V" further emphasizes fluid control innovations that flow from and to the core of Vernay. On the new website, each of Vernay's key markets has their own section which will evolve to reflect the unique products, applications and challenges for that industry. Over time the application specific case studies will expand along with the return of product information sheets. Vernay expects the new website to become a resource for Vernay employees and customers.

News Facts

- Vernay, one of the world's foremost experts of flow control solutions for diverse markets has launched their new brand.
- The new brand image supports Vernay's key strategic objectives: Global yet Local, Co-designed Product Expertise and Lean Operational Excellence.
- Vernay has a global presence with local sales engineers, manufacturing and support centers to provide unique flow control solutions to customers and make their product visions a reality.

For more information, visit www.vernay.com. Follow Vernay on Twitter [@Vernay](https://twitter.com/Vernay) and [LinkedIn](https://www.linkedin.com/company/vernay).

###

Vernay is a registered trademark of Vernay Laboratories, Inc. The product and service offerings depicted in this document are produced and offered by Vernay.

Contact: Joy Brim

Global Marketing Manager
Vernay
+1.404.994.2006
joybrim@vernay.com