

17th September 2007

pg 1 of 4

NEW Identity for UpRight International

UpRight International, the manufacturer of Access Tower Systems based in Ireland has unveiled changes to its corporate image changing the company name and the identity of its three tower brands.

The company will be known as Instant UpRight which brings focus to the Instant brand name whilst retaining the heritage of the UpRight name which it has held since 1947.

The New company Logo is black and red and draws focus to Instant – its leading Tower brand. The UpRight name which is sixty years old this year is also retained.

The red and black colouring is strong and retains Impact both in colour and mono versions. It works particularly well on the underside of tower platform boards.

INSTANT UPRIGHT

The Old Logo Style is blue and has become synonymous with the powered access side of the business which was sold to The Tanfield Group in 2006.

UpRight

The new identity is a deliberate and planned move away from the previous blue to bring separation between the two UpRight companies and to direct focus to the Aluminium Tower business.

New Brand Identities

New identities have been created for each of company's brands capturing a 'family' identity to strengthen brand recognition on a global level.

The characters have been uniquely created with a 'platform-like' visual and a signature 'Character A' which works well in applications and becomes the bond between the three brands.

INSTANT
QUALITY & STRENGTH YOU CAN TRUST

ZIP-UP

UPRIGHT

Quality & Strength You Can Trust

The new strap-line was developed as a result of research carried out by brand consultants who contacted numerous customers and staff of the company. Each were asked their thoughts on a possible company name change and the what they felt the brands represented. "The majority of people contacted felt a name change would be a positive initiative. In terms of the brands, Quality and strength came up in over 70% of the conversations" said Barry McLaughlin of Source Design in Dublin.

Focus for Growth

John Nevin, Instant UpRight's Managing Director commented "The new identity is a strategic move to focus the company on its core business which is the manufacture and global distribution of Access Tower Systems through its valued dealer network. We are experiencing significant growth for the standard tower products but see a real opportunity in developing every sector of the company's expertise, particularly in the boiler and aviation access markets".

Each of these sectors will take the Instant brand name –

- Instant Span 300/400/500 Tower Systems
- Instant Access Solutions (low level access platforms)
- Instant Spandek Walkway Systems
- Instant Aviation Systems
- Instant Boiler Access
- Instant Custom Design

Global Distribution

Instant UpRight launched the new identity to their world-wide Distributors, Dealers and Customers at its Building Business Together Summit which was held in Dublin last week.

New Materials

New marketing materials have been developed with the new identity including new product literature, assembly guides, sales training DVD's and the first stage of the company's new website. Further materials are in the planning stage and it is recognised that it will be some time before a complete 'change-over' can be completed.

For further information please contact Louise Tevlin at Instant Upright

Tel +353 (0) 1-6209324 marketing@instantupright.com

[www@instantupright.com](http://www.instantupright.com)

NEW website will go live before week ending 21/09/07

ENDS

IMAGE 1: Dealers, Customers and Employees gathered last week at their 'Building Business Together Summit' to discuss new brand and future initiatives

IMAGE 2: INSTANT Span 300

IMAGE 3: Website screen shot – www.instantupright.com

IMAGE 1



IMAGE 2

