

**NEWS RELEASE**  
**EMBARGOED UNTIL SEPTEMBER 23, 2019**

Editorial Contact:  
Christina Eyuboglu  
Adduco Communications  
+1 516 359 6375  
christina@adducomm.com

**SIGNODE INDUSTRIAL GROUP IS NOW SIGNODE WITH LAUNCH OF NEW BRAND**

***“We’ll Protect it From Here.” Tagline, Logo, and Name Change  
Communicate Customer Value of its Transit Packaging Solutions***

**Glenview, Illinois (September 23, 2019)** -- Signode Industrial Group is now Signode. The name change is just one component of the new brand identity that the \$2.4 billion global Transit Packaging Division of Crown Holdings launched this morning at Pack Expo in Las Vegas.

In addition to the name change, Signode unveiled a new shield-inspired logo and corporate tagline: “We’ll Protect it From Here” to help unify the company’s identity and messaging as a global leader and customer partner in transit packaging solutions.

“We couldn’t be more pleased to introduce Signode’s new direction with our customers, supply-chain partners, and packaging industry leaders here at Pack Expo,” said Bob Bourque, president, Signode. “Our new brand underscores and amplifies the expertise and solutions that make us the world’s premier transit-packaging company: the products, services, capabilities, and personnel that deliver the safety, quality and responsiveness our customers rely on.”

With more than 95 manufacturing facilities, 7,000 worldwide employees, and host to hundreds of established brands and product lines, Signode is a leading manufacturer of a broad spectrum of packaging consumables, tools, software and equipment that optimize end-of line packaging operations and protect products in transit. Its extensive portfolio comprises a wide range of trusted brands and products that work together to achieve complete, transit packaging solutions.

The new brand is the company's latest step in expanding its existing integrated approach-to-market. Last year, the company unveiled a more streamlined business model and grouped several well-known products under key application categories: pack, bundle, unitize, warehouse, and transport. The new brand is designed to further unify its offerings to make it easier for customers to identify Signode as a single source for the full range of transit packaging solutions.

"The new brand identity and the message 'We'll Protect it From Here.' communicates to our customers that our core competency is to provide them with safe and effective transit packaging solutions," said Bourque. "Signode enables our customers to focus on their core competencies - making great products and building their brands."

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

###