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## **Nameplates For Industry Rebrands as NFI Corp.**

*New thoughts on logo and tagline and new position included as part of rebranding efforts*

NEW BEDFORD, MA, ISSUED SEPTEMBER 14, 2017...Renaud Megard recently announced the rebranding of Nameplates For Industry with the new name, NFI Corp. ([www.nficorp.com](http://www.nficorp.com)). In addition to the abbreviated name, the New Bedford-based global leader in high performing printed graphic solutions has also rolled out a new color scheme, logo, and tagline as part of the rebranding efforts.



Additionally, Beatrice Thouveny has joined the NFI Corp. team as Marketing Director to help support the rebranding effort.

The rebranding effort was undertaken to help reflect the company's expanded abilities and services, as well as to reinforce their position as a leader in their field. Although nameplates were originally the company's main product as part of its screen-printing manufacturing, it has expanded over the years to include digital printing and flexographic printing as well as design services (offered through its recently launched design studio: [www.nficorp.com/design-studio/](http://www.nficorp.com/design-studio/)) to its list of offerings and services as a producer of custom, high-performing graphic solutions. NFI Corp.'s new tagline – "The Global Leader in High Performing Printed Graphic Solutions™" – also reflects this expansion of services.

According to Thouveny, who joined NFI Corp. last year in part to help oversee the rebranding effort, the new color scheme and logo were designed to enhance NFI Corp.'s new look and name while keeping up-to-date with current trends and helping the company's look stand out from the crowd, yet balancing its familiarity to those who were originally introduced to the company as Nameplates For Industry. Specifically, the color orange has been used throughout the new look to represent energy, strength, productivity and dynamism – qualities which represent NFI Corp.'s team members as well.

Thouveny brings a great deal of experience to her role as Marketing Director. Prior to joining NFI Corp., Thouveny worked as BTB Marketing Manager and Senior Product Marketing Manager for Samsung Electronics, where she defined the company's global marketing and product management strategy, focusing specifically on branding and positioning. She also worked as Marketing Manager for Acer, during which time the company underwent a complete rebranding. Thouveny, who holds an MBA in

Marketing as well as a Master's in Marketing from Auckland University of Technology in New Zealand, speaks six languages. She is a resident of Hingham, Mass.

“We are excited to introduce our new name and look to our longstanding clients and those individuals and organizations who have known us over the years, as well as to those who may just be getting to know us,” said Megard, who is president and CEO of NFI Corp. “Beatrice has done a wonderful job shepherding this initiative, and we look forward to building on this momentum as we continue to expand our capabilities for our clients,” Megard added.

### **About NFI Corp. – Nameplates For Industry**

Nameplates For Industry, or NFI Corp., was started in 1975 in England, and eventually established a business base in New Bedford, Mass. (which separated from the England location by 1988). The business, which specializes in printing on plastic, started as a screen-printing manufacturer, and has since added digital printing and flexographic printing to its services as a producer of custom, high-performing graphic solutions.

NFI Corp. serves the medical, industrial manufacturing, government/military, professional services, technology and communications, transportation and equipment, and distribution industries, and has clients throughout the United States and globally. NFI Corp. is located at 213 Theodore Rice Boulevard, New Bedford, MA 02745. For more information about NFI Corp., please visit [www.nficorp.com](http://www.nficorp.com), or call 800-999-8900.