



MOREUPTIME

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For Immediate Release:

Cadorath Rebrands All Divisions, Increasing Focus on MoreUPTime

Cadorath with facilities in Winnipeg Canada and Lafayette & Orion USA recently rebranded, and unveiled a new website. Subtle changes were made to the logo which maintain its commitment to all of their customers while reflecting their current corporate image and identity. Updated value statements plainly state their methodology of 'We Turn Can't into Next'.

"The new tagline 'MOREUPTIME' demonstrates our resolve in keeping our current and future customers productive", stated Gerry Cadorath – CEO. "The 18 month rebranding process began and ended with all employees collaborating on how to best illustrate 'Who We Are' and 'What We Do'".

The new corporate website (www.cadorath.com) will launch coinciding with Heli-Expo 2017. The focus of the website is to increase Cadorath's digital marketing and online presence in all of the industries they serve. Cadorath continues to offer products and services in Aviation, Agriculture, Mining, Oil & Gas, and Industrial sectors. The website offers clear insight into the services of Engineering, Manufacturing and Special Processes that Cadorath provides.

A Winnipeg Canada based organization was chosen to lead the rebrand activities. ThinkShift worked closely with employees to build and express a brand identity which is plain spoken and reflects Cadorath's core values.

Commenting on Cadorath's new brand identity, David Haines – Sr. Vice President said, "The project included numerous discovery conferences with all employees to harness how we see ourselves. The core belief we maintained through the entire process was commitment to project a brand identity which directly reflected what all employees believe and value in this organization."

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Cadorath is a family owned and operated company that provides superior solutions and products to a global client base through its Canadian office in Winnipeg, Manitoba, and its U.S. offices in Lafayette, Louisiana, and Orion, Illinois.