



## MEDIA RELEASE

### McGuire Launches New Brand Identity

[Cheshire, CT – August 19, 2024] – McGuire Manufacturing Co., Inc. announced today the launch of its new brand identity, Moving Water In and Out of Places that Matter.

The refreshed identity encompasses vital elements of McGuire’s brand, such as the logo variations, fonts, color palette, and taglines, including #lookforthecllover. It is designed to speak to all of McGuire’s commercial audiences, including plumbing engineers, designers, wholesalers, contractors, and facility maintenance teams. It reflects their long-standing culture of expertise, agility, relationship-centricity, and precision.

“The rebranding demonstrates the company’s evolution and commitment to aligning with industry trends for decades to come. We’re confident it will resonate with existing and new markets as McGuire continues a path for company growth,” said Leah Davenport, VP of Marketing at McGuire.

#### McGuire’s Unique Product Lines

- **ICV Defender** – Integral Check Valve prevents back-flow and cross-contamination at the potable water source.
- **ProWrap**® ADA P-Trap, drain and supply covers
- **Convertible™ Ball Valves** unique style, all heavy brass quarter-turn stops and supplies.
- **ProDrain**® Patented fixture strainer less overflow.
- **Vandal Trap™** Vandal resistant P-Traps.
- **High Tech Chlorine and Chloramine Resistant Stop Valve Washers** Wear resistant angle stop washers that won’t degrade even in high temperatures.
- **HD Heavy Duty Finish Drains** Unique high luster chrome finish that lasts longer.
- **SANIGUARD**® Treated Products Inorganic antimicrobial product protection.

#### About McGuire

McGuire™ is a leading producer of high-quality commercial plumbing fixture trim. Established in 1952 and located in Cheshire, Connecticut, we specialize in custom-designed products and finishes built to withstand commercial fixture requirements. Professional plumbing designers most often specify McGuire for use in commercial construction projects. McGuire is the number one choice for delivering solutions to professional engineers, mechanical contractors, plumbing distributors, and facility maintenance teams.

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