



## **FOR IMMEDIATE RELEASE**

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### **Dukal Corporation Rebrands and Introduces the Dukal Family Crest**

For the past three decades, Dukal has evolved with the ever-changing healthcare industry. Now we are strengthening our voice and evolving our brand with a visionary new look, introducing the Dukal Family Crest. Dukal is launching our new brand and logo on February 1, 2021 globally, in conjunction with our newly designed website **Dukal.com**. We are always striving to improve our customer's experience—our new brand and website are the next steps in this evolution.

President and Owner Gerry LoDuca commented saying “As we approach our 30th year in business it has become evident that many traditional business methods have become antiquated and needed to be replaced with modern thinking. We are proud to introduce our new corporate logo which we believe better exemplifies Dukal's Belief and Purpose and is more relevant to our dedicated team and appreciated customers.”

Creative Director, Aimee Kenline, added “The clean lines of our new logo reflect our innovative spirit and the vibrant colors highlight the optimism and energy within the Dukal family. Our Family Crest is a simplified representation of our core values, engraining meaning in our brand that our employees and customers can connect with.”

We are proud to move forward with a bold and unified purpose and vision for our future. **Better Health. Better Future.**

### **About Dukal**

As a leader in the development and manufacturing of medical products, we partner with healthcare professionals to launch innovative solutions to unmet clinical needs.

Gerry, President and Owner, believes that success can truly be measured by the lives that you touch and that the culture at Dukal is our most important asset - as without our team there would be no company.



Our Company focus is in 4 key areas:

- > **Healthcare Products:** Our vast product portfolio provides quality solutions across the healthcare continuum for wherever care is given.
- > **Contract Manufacturer:** We manage the entire supply chain from product specification to delivery with strong control and oversight.
- > **Consumer Products:** Dukal is dedicated to bringing great healthcare to the home. We are constantly developing new products for the well-being of family and community health.
- > **Innovation & Design:** Working collaboratively with healthcare professionals, we turn innovative ideas into practical patented solutions.

**Our Belief and Purpose**

We believe enhancing family and community health is the way to a better future. We are committed to a world where all Dukal team members feel a sense of pride in themselves and their impact on society.

Respect for others and the cultivation of trusted partnerships drives our everyday actions. We focus on building an energetic and fun-loving culture where all decisions are made with the highest levels of integrity.

Dukal supports its purpose by partnering with healthcare professionals to develop and launch innovative solutions to unmet clinical needs. The well-being of patients and all who serve them is at the heart of what we do.