

PRESS RELEASE

Micronics Engineered Filtration Group Announces New Company Logo & Strategic Rebrand
Strategic Rebrand Captures Micronics' Global Reach, Total Engineered Filtration Solutions, and Strong Legacy of NFM Brand

Chattanooga, TN, USA – March 22, 2022 - The Micronics Engineered Filtration Group is very proud to announce the launch of a new company logo for the Micronics Engineered Filtration Group, as part of the strategic evolution of Micronics since the company's founding in 1983. On February 17, the Micronics Engineered Filtration Group announced the acquisition of industry leader, National Filter Media, and the new company logo embodies this strategic acquisition.

"After careful consideration, we are excited to announce our newly designed Micronics brand logo that captures our Total Engineered Filtration Solutions vision globally, recognizes the legacy and well-known brand equity associated with National Filter Media, and reflects a more modern brand identity for our growing global family of trusted filtration companies," said Chris Cummins, President and CEO of the Micronics Engineered Filtration Group.

"The new Micronics Engineered Filtration Group logo embraces a more comprehensive filtration solution set for the group, steeped in long-standing history in filter media and also representative of our advanced filtration equipment, filtration services, and aftermarket parts offerings for a variety of demanding global market segments," Chris added.

"The new Micronics Engineered Filtration group logo incorporates the globe previously associated with National Filter Media. Micronics chose to utilize the accent color "red" to be fully representative of our strong brands, Filterfab, based in Canada, as well as long-standing dry filtration brand, Southern Filter Media," according to Jason Wettstaedt, Senior Vice President, Sales and Marketing, for the Micronics Engineered Filtration Group.

The globe in the new company logo replaces the previous "O mesh" design dating back to the original company launch in the early 1980s.

With the addition of NFM, the Micronics Engineered Filtration Group now combines strong, trusted wet and dry filtration brand names: Micronics, Southern Filter Media ("SFM"), C.P. Environmental ("CPE"), United Process Control ("UPC"), AeroPulse, National Filter Media ("NFM"), Filterfab, Midwesco Filter Resources ("Midwesco"), and Fabricated Filters.

In the coming months, all documents, business cards, collateral, signage, etc. will be updated with the new logo for the entire Micronics Engineered Filtration Group. We do recognize that strategic acquisitions & new logos are processes that take some time with regard to integration, and we will make progress as quickly as possible.

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About the Micronics Engineered Filtration Group

The Micronics Engineered Filtration Group is a trusted family of leading brands providing Total Engineered Filtration Solutions, globally.

The Micronics Engineered Filtration Group serve customers' advanced filtration needs in mining and mineral processing; energy, power generation; industrial; battery recycling; chemical manufacturing; pigments and dyes; food and beverage; steel and iron processing; aggregates, cement and asphalt; pharmaceutical and biotech; and water/wastewater treatment. The company's new tagline underscores its breadth and capabilities: **Total Engineered Filtration Solutions**. We are committed to our customers' success.

With the addition of NFM to the Micronics Engineered Filtration Group, the company now has 10 manufacturing, service & office facilities in North America and 1 in the United Kingdom.

Micronics has been a portfolio company of Vance Street Capital, a Los Angeles-based private equity firm, since 2013.

Media Contact:

Francine S. Bernitz
Marketing Director, Micronics Engineered Filtration Group
Francine.Bernitz@Micronicsinc.com
P: 781.789.3178