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SENTRY EQUIPMENT CORP LAUNCHES NEW BRAND IDENTITY, SIGNALS STRATEGIC SHIFTS TO MEET MARKET DEMAND
Company positioned to deliver industry-leading sampling technology for any application, anywhere

OCONOMOWOC, Wis. (November 16, 2015) – Sentry Equipment Corp, a global provider of sampling and analysis technologies, announced today the launch of its new brand identity – a move that represents strategic shifts within the organization, positioning the company for even greater market penetration and growth on a global scale. With over 90 years of proven experience, the company is leveraging unprecedented sampling knowledge and expertise to optimize process control and product quality for critical operations in the power generation, petrochemical, food and beverage, oil and gas, chemical and mining industries, among others.

“We’ve made strategic decisions that have given us the ability to more effectively meet our customers’ sampling needs,” said Brian Baker, president and CEO of Sentry Equipment Corp. “These moves have also positioned us to increase market share across every industry we serve.”

Through strategic acquisitions, delivering industry-leading technologies, and its ability to customize products and services for any application anywhere in the world, the company is uniquely positioned to meet customer needs at every point in the operational process. Its world-class Sentry brand of products and services provide controlled, real-time monitoring of crucial operations that demand accuracy, uninterrupted process flow and safety. By effectively conditioning, sampling, monitoring and measuring processes within their production environments, customers obtain the critical insights required to control and optimize them.

For many industries, representative sampling and analysis has become indispensable for ensuring the safety and quality of products, people and the environment. Numerous industries and manufacturers require sophisticated technologies to optimize plant efficiency, deliver consistent results and mitigate costly and dangerous business risks.

“Customers need an accurate look into their processes to avoid potentially catastrophic problems such as a product quality risk or corrosion in pipelines or plant assets,” explained Baker. “Undetected, these problems can lead to devastating consequences such as salmonella poisoning, fatal explosions, serious environmental damage, or even nuclear contamination.”

As a fully employee-owned company customers have the advantage of working with employee-owners committed to delivering the highest quality products and services. This unique dynamic fosters a culture that is manifested in accountability, responsiveness and commitment. According to Baker, “There’s a sense of pride in the role our products play in increasing efficiency and output, and most importantly, ensuring peace of mind for customers all around the world. That’s really what our new brand is designed to inspire.”



About Sentry Equipment Corp

Sentry Equipment Corp leverages proven abilities in engineering and manufacturing to help customers sample, monitor and measure their processes in a variety of markets and applications worldwide. The Sentry brand of representative sampling products and services enables customers to achieve safe, accurate and repeatable results to protect the people, products and environments that matter the most. Since 1924, Sentry Equipment has been a reliable partner for operational and analytical professionals in the U.S. and global markets. Based in Oconomowoc, Wisconsin, Sentry Equipment Corp is a 100% employee-owned company. Its 180 employee owners serve customers in over 50 countries across six continents. For more information, please visit www.sentry-equip.com.

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