



## Carlisle Fluid Technologies Rebranding

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Dear Channel Partners,

Carlisle Fluid Technologies is excited to announce its official rebrand to **Binks**, marking a new chapter in the company's long history. The rebrand aligns with the company's vision for the future and its continued commitment to innovation in service of reliable advancements in consistency, efficiency, and sustainability for customers around the globe.

Carlisle Fluid Technologies has long been at the forefront of developing innovative solutions for various material application needs. As we expand our products and services, we have chosen to unify under the Binks name. By consolidating our different product brands, the company leverages over 375 years of collective experience to enhance our market presence and reinforce our reputation as a trusted partner.

The decision to adopt the Binks name stems from its long-standing success as a strong and recognizable brand in the marketplace. This name embodies our ongoing focus on innovation, cutting-edge technology, and our capability to address the challenges faced by modern industries. Binks will continue to offer a comprehensive portfolio of products and services, including pumps, applicators, metering systems, and automated solutions—all designed with an emphasis on efficiency, sustainability, and reliability.

After closely examining our business and the marketplace, we recognized the need to simplify our structure. While we remain dedicated to expanding our portfolio and offerings, we aim to streamline operations for our customers and employees. The two brands that will retain their legacy names have clearly defined and distinct markets and users. DeVilbiss holds a powerful place in the automotive refinish market, and Ransburg has a strong association with and a reputation for electrostatic atomization. All other product categories will now assume the Binks brand.

We are excited about this rebrand and are confident that the Binks name will resonate with our customers and partners, both new and established, as we continue to evolve and grow.

Sincerely,

*Brian Zumbolo*  
*Chief Commercial Officer*

