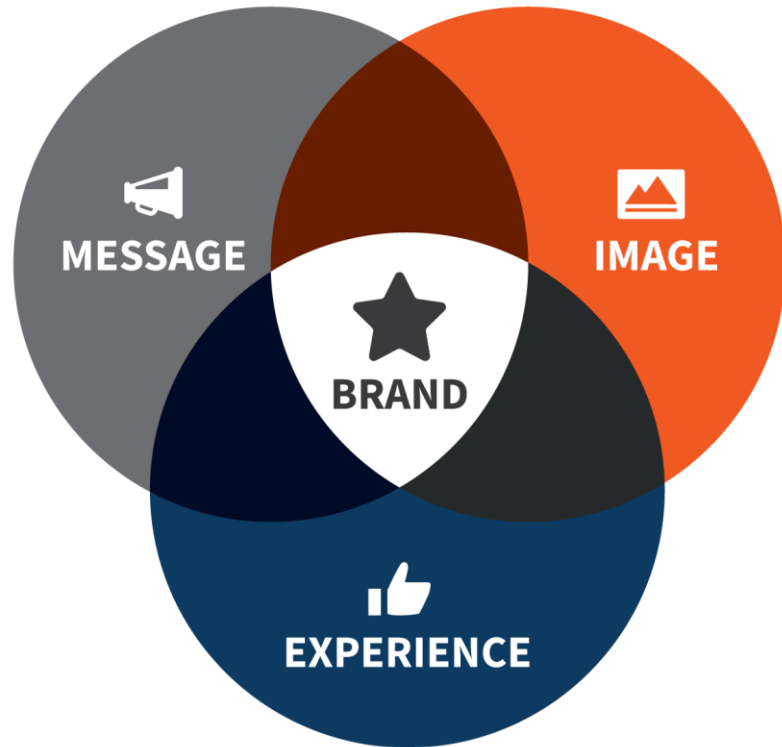


Brand Messaging Platform

May 2021



Branding



A brand identity is more than a logo. It is the perception your organization has created in the marketplace ... both factual and emotional.

It includes not only your company's visual image, but also your message positioning and the brand experience you generate.

Brand Messaging Platform

- The foundation of how you communicate your brand
 - Brand Personality
 - Voice
 - Vision
 - Mission
 - Elevator Pitch
 - Core Values
 - Brand Promise
 - Positioning Statement
 - Value Proposition
 - Key Messages

Brand Personality

An Energizing & Humanizing Mix of
Sincerity & Competency

*They say it's not what you know
but who you know that matters.
At Wolter, we couldn't agree more.
Because we take your success personally.*



As a family-owned business, we view our customers as extensions of our family. Our long-term success is directly contingent on your long-term success. That's why our people have built our entire organization around meeting all your operational productivity needs as effectively and efficiently as possible through a unique depth of services.



The expertise and interaction of our team enables us to reimagine your productivity opportunities like no other resource. For example, when it comes to service our people have more hours of training on an annual basis than anyone, so you can be confident you're getting the most out of your investment. People really can make all the difference. Ours do. Every day.

Voice

- Confident and direct, yet approachable and personable
- Simple, powerful language
- Demonstrate genuine concern for customer/prospect success
- Like a family member who is there to be both their mentor and number one cheerleader on their journey to improved productivity

Vision

Ensure mutual long-term success
by transforming your operational productivity
into a serious competitive advantage.

Mission

Create serious competitive advantages for you, our customers, by leveraging our products, services and our people's unique skill sets to reimagine your productivity opportunities.

Elevator Pitch

Think of us as your *operational productivity toolbox...*

From new and used material handling equipment, service and training to automation and robotics, overhead cranes and hoists, standby power generation, railcar movers, office and industrial storage solutions, complete engineered systems and more. We're helping customers reimagine what is possible.



Core Values

- Supportive
- Independent
- Honest
- Realistic
- Resourceful
- Dependable



SUPPORTIVE

Your success is our success.
We take it very personally. As a result,
our people are always striving
to be as understanding, encouraging,
accommodating and helpful as possible.

INDEPENDENT

Family-owned and relationship-driven, we value your business greatly. We've structured our company and our growth around our customers' needs. We put all the right people and pieces in place to help maximize your success. And being independently owned and operated, we're free to recommend options that make the most sense for your business' unique situation.

HONEST

We believe in being straightforward and telling it like it is. We've found over the years that honesty is the foundation of extremely successful, long-term partnerships. We give you impartial assessments and address them with what our people are convinced are your best solutions for greater success today... and down the road. That approach has kept us going and growing since 1962.

REALISTIC

We understand budgets aren't limitless.
But the ingenuity of our people certainly seems to be.
We'll take a close look at where you're at and
what challenges you're up against. And we'll apply
all the right resources to optimize
your operational productivity.

RESOURCEFUL

Our depth of offerings gives you lots of resources to work with. While the extent of our toolbox just might be the envy of the industry, it's the collective expertise and team approach of our people that really sets us apart.

Their ability to integrate solutions results in ingenuity that can transform your productivity, no matter how large or small your operation.

DEPENDABLE

At the end of the day, results are what matter.
Were we there for you? Did we deliver as promised?
We're convinced that *having your back no matter what*
is the ultimate measure of success in a partnership.
Our people look forward to proving it
to you every day.

Brand Promise

Accelerating your operational productivity to ensure your long-term success is our top priority.



Positioning Statement

Our people, products, services and unwavering commitment to your success make us uniquely equipped to accelerate your operational productivity beyond even your most optimistic expectations.



Value Proposition

Think of us as your ultimate productivity toolbox – uniquely equipped to help you optimize and protect your operations, so you can transform sunk costs into powerful competitive advantages.

Key Messages

- As a **family-owned business** squarely focused on your success, Wolter specializes in assembling the resources necessary to help you optimize your operational productivity – for today and tomorrow. **We've built our business around you and your needs.**

This isn't our story. It's yours.

Key Messages

- Our **extensive range of products and services** enables us to look at your needs more holistically. From traditional material handling solutions to robotics and automation, overhead cranes and hoists, standby power generation, railcar movers, storage solutions, complete engineered systems and more. Not just in namesake, but proven expertise in real-world installs.

Think of us as your “operational productivity toolbox” that’s the envy of the industry.

Key Messages

- The **expertise of our people** and their ability to work together as a team brings multiple disciplines together to examine your needs from many angles. This collaborative effort results in fresh solutions to your rapidly evolving challenges.

It's the "productivity ingenuity" you need to reimagine what's possible.

Key Messages

- To help you optimize and sustain your productivity solution, we support you with technicians that are the **most highly trained in the industry**, each receiving a minimum of 80 hours of training every year.

They know your equipment as well or better than the people that built it.

Key Messages

- **Safety** is critical to protecting your people, your productivity and your profitability. That's why we continually evaluate, improve and expand our safety training programs. We want you to be confident that your people are as focused on protecting your profitability as possible.

Consider your training the safest investment you can make.

Brand Promise Expanded

This really isn't our story. It's yours.

- ***Your*** “operational productivity toolbox” that's the envy of the industry.
- ***Your*** productivity ingenuity needed to reimagine what's possible.
- ***Your*** service techs: trained to know your equipment as well or better than the people that built it.
- ***Your*** ultimate training resource: the safest investment you can make.

Questions?

Thank you for reviewing our Brand Messaging Deck. We recognize there is a lot of new information to absorb. If you have any questions, please reach out to the Wolter marketing department.