



WISCONSIN LIFT TRUCK
ILLINOIS MATERIAL HANDLING
KENSAR EQUIPMENT COMPANY
BOHNERT EQUIPMENT COMPANY
A D LIFT TRUCK
FLEET SERVICES
ELLIS SYSTEMS
WOLTER POWER SYSTEMS

Video Transcription: Employee Rebranding Q&A Session with Jerry

Q. What is the intention of using the transitional logos?

A. We currently have many different business names that all tie into the Wolter Group – however, these names are specific to each business segment. For example, Wisconsin Lift Truck and Illinois Material Handling are part of the Wolter Group, but are known by their individual name.

To introduce a new logo (brand) of Wolter, we will transition over the next eight months across all of our external communications (websites, digital & print materials, etc.).

Each transitional logo will have the new Wolter logo on top, with the current brand underneath. This allows our customers to understand the connection between the two, as well as become familiar with the Wolter brand before the individual names go away altogether come January 2022.

Q. Will business cards be printed with the transitional logo?

A. Yes. Sometime in the month of June those with business cards will be switched over to a card with their designated transitional logo.

Q. When will the building signs & company vans be re-lettered?

A. Signage and vans will be updated with the Wolter branding over the next few months. Communications on these updates will be sent out within the next month or so.

Q: What will happen with email addresses?

A. Email addresses will change in January 2022 when the official name change takes place. Until then, we will continue to use current email addresses. This change will be simultaneous with the launch of the new Wolter website.

Q. Will communications be posted and sent out to customers and vendors?

A. Yes, a series of communications will be sent out through email, and available on the WeAreWolter.com website.

Q. How should we answer the phones?

A. *It is important that the customer calling in knows they are speaking with the right company,*

Between now and January 2022 it is asked that phones are answered with transitional naming. For example: "Hello, Wisconsin Lift Truck, a Wolter Company..."

Come January 2022, the phones will be answered solely "Hello, this is Wolter..."

Q. How will the rebrand change the company's culture?

A. Moving to one name verse separate entities eliminates we/them concept, and instead unifies the company to a We Are Wolter mindset – by having one name that covers all of our operations, in every state and every facility. Overall, one name promotes a better atmosphere for all and communications across the board.

Q. What other changes can you expect from the rebrand, being that it is so much bigger than just a name change?

A. *The rebranding process does not change our core business operations or our mission to provide quality service to customers. Visually, it will change the appearance of our facilities, vans, website and so forth. However, it does change the way that we communicate our company – as Wolter – with one cohesive message to all.*

Q. Who all knows about the name change?

A. *At this time, all employees and suppliers/vendors that we work with know. Next week, May 25th, an announcement will be made to all customers. Until then, this is to be kept within the company and our partners.*

Q. What is a quick explanation of the rebrand that we can provide to customers after announced?

A. We have grown by acquisitions and currently have different names by which we do business. In order to enable our customers to understand the full scope of our business, we are creating one name for the entire business.

Q. What should be done if the company sponsors a personal organization (Race car, sports team, club, etc.)?

A. Notify marketing of the sponsorship, and a new logo will be provided, as well as any other steps necessary.

Q. How was this name change decided?

A. The name change was determined by very detailed market research which included discussions with employees, focus groups, as well as customer and supplier discussions. The purpose of this research was to make sure the name is impactful, focused, and will lead to a very significant improvement to our overall presence in the marketplace.

Additionally, we looked at many variations of the brand as it relates to how it would look on our vehicles, buildings, website and so forth.

Q. What happens when we buy another company?

A. In the past, the Wolter Group of Companies was the way we would assimilate companies under one name, but they would then continue being presented to the marketplace under their old name – which is why we today have many businesses operating under different names. Moving forward, when a company is acquired, they will become Wolter.

Q. What will happen to the old websites?

A. Each website will be replaced by January 2022. However, when this transition is made, anybody searching for the older websites will be redirected to the new Wolter website to assist with any confusion. Over the next 8 months, online visitors will also see many communications of the rebrand to inform them of the upcoming changes.

Q. Is the rebrand connected to the changes with MCFA?

A. This change is not entirely related to the company rebrand. About five years ago, as the company was expanding its business, we looked to our supplier base to see who we would

expand our business with. Doosan and Linde both agreed to work with us on an expansion geographically, throughout what has now become Illinois, Indiana, Ohio, Kentucky and Missouri.

Because the Wolter name will be used everywhere, the brands we offer must be inclusive to our entire market. With MCFA, we could only offer these products throughout Wisconsin.

Q. Can we start sharing the news with customers?

A. Not yet! The customers will be formally notified for the first time May 25th. Communication can shared after this announcement goes out.

Q. Can we still wear apparel with the old logos?

A. The old logo can be worn now through December 31st while the transitional logos are in place. Come January 1st, 2022, all names beside Wolter will be obsolete, and are no longer to be worn.

More information for a trade-in program coming soon!

Q. Where can I find more information about this process and timeline of events?

A. The [WeAreWolter.com/employees](https://www.WeAreWolter.com/employees) website was created to be the focal point for communication throughout the coming months. All updates will be posted to this website so that everybody will be aware of each step.

We ask that you submit any questions through the website as many others may have the same question.

Thank you!