

Rebrand FAQs for Wolter Employees

Q: Why the name change from the Wolter Group to Wolter?

A: Our organization has experienced tremendous growth in recent years. We've strategically added products, services and capabilities to better meet our customers' needs in a rapidly changing world. But as always, it's our people that really set us apart. The more our people continue to come together as a team throughout the organization, the stronger our story and our value to our customers becomes.

To better represent this unified approach to addressing customer challenges, we felt our brand had simply outgrown the "Group" portion of our name. Every employee should be extremely proud of their contributions to this great team that is Wolter. We are the future of operational productivity.

Q: Why now?

A: After a thorough internal and external analysis of our company, our competition and the markets we serve, it became very clear that the sooner we strengthen our competitive position, the more successful we'll be in the long run.

Q: What becomes of the brand we built?

A: The names you are all familiar with aren't going away overnight. We have a logical transition plan in place to help ensure a successful, systematic roll out of our brand evolution. It's designed to help us grow awareness for our brand and associate more value than ever with the Wolter name.

Q: How will this affect me as an employee?

A: As a family-owned business, we see our employees as an extension of our family. We value your expertise and the contributions each of you make to this company's success. And we will continue to do everything we can to help support you in your role within our organization.

Rest assured we will make every effort to minimize disruption as this transition occurs. It's also our hope that this brand evolution will give each of you a better sense of your contributions to a team that is literally reshaping the future of the industry.

Q: How will this impact my customers?

A: First and foremost, this brand evolution is going to make every customer and prospect aware of the full range of capabilities we have to offer them today. They'll also learn that whether their business is big or small, Wolter is uniquely equipped to help them accelerate their operational productivity.

Our ability to work with customers to reimagine their productivity solutions can do more than improve their competitive position. We can help them transform today's expenses into tomorrow's new revenue streams.

To communicate our new brand to customers, we have planned a series of emails that will link to a customer-facing landing page: WeAreWolter.com

Q: When does all this go into effect?

A: This is a phased introduction that will unfold throughout 2021 and become fully effective January 2022. Starting in May, outbound emails will announce the news to vendors, customers and prospects, and we'll issue a press release. In addition, we'll apply transition logos to all of our company websites that will help increase awareness of the new brand until a new website is ready to launch in January 2022.

Each Wolter facility and corresponding vehicle fleet will receive a makeover by the end of the year. This rollout is being handled from corporate to minimize demands on the rest of the Wolter team.

We began this journey in 1962. This rebrand represents an exciting chapter in our ongoing story. We're glad you are part of it. Now, together, let's make the most of it.