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GERBER PLUMBING FIXTURES LLC UNVEILS NEW CORPORATE IDENTITY AND COMPANY LOGO

WOODRIDGE, Ill. (October 2008) – Gerber Plumbing Fixtures LLC, one of the leading manufacturer of vitreous china plumbing fixtures, faucets, fittings and bathroom suites for the residential, commercial and hospitality construction markets, has announced the creation of a new corporate identity and logo. Driven by the desire to capture the essence of the company’s nearly eight decades of industry experience and dedication to the plumbing professional, Gerber wanted an updated look that would appropriately reinforce its position as an established brand.

“Since the company’s inception, Gerber has remained true to the plumbing professional by offering innovative and affordable solutions for the kitchen and bath,” said Kevin McJoynt, director of marketing for Gerber. “We were inspired by our industry’s heritage and the plumbing professionals we serve, which allowed us to come up with a logo that is fitting to our historic and established brand that continually strives to meet and exceed the highest of industry standards.”

Gerber’s new logo emerged over a period of several months during which ideas were presented to Gerber’s executive team and national sales department. As a result, the new company look incorporates the views of Gerber’s entire team and embodies the manufacturer’s role as a provider of quality, stylish, technologically advanced, and performance-driven products.

The company plans to make the transition to its new corporate identity gradually, and will begin using the logo in October 2008.

For more information on Gerber Plumbing Fixtures LLC, visit www.gerberonline.com or call 630.754.0278.

About Gerber:

Gerber Plumbing Fixtures LLC is a leading manufacturer of vitreous china plumbing fixtures, faucets, fittings, and bathroom suites for the residential, commercial, and hospitality construction markets. Gerber products are sold exclusively to the plumbing professional and are supported with Gerber’s exclusive “Best-in-Class” customer service. The company is committed to sustaining the environment through resource conservation and building best practices. It is part of Globe Union Group, Inc., a member of the U.S. Green Building Council and a partner in the U.S. EPA WaterSense Program.

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