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**AALBERTS SURFACE TECHNOLOGIES
ANNOUNCES REBRAND OF U.S. BUSINESSES**

Kerpen, Germany, March 30, 2022, Aalberts surface technologies, a leading global provider of specialized thermal processing, surface treatment, and material coating solutions, announced today that its U.S. based businesses will begin doing business as Aalberts surface technologies. This rebrand is a part of a global rebranding initiative that Aalberts began in 2020. The U.S. based businesses included in this phase of the rebranding initiative include Aalberts Surface Treatment, Precision Plating Company, Roy Metal Finishing, Ushers Machine and Tool, Accurate Brazing, Ionic Technologies, Applied Process, and Premier Thermal.

“The Aalberts’ brand is defined by its deep commitment to winning with people, mission-critical technologies, and a relentless pursuit of excellence. At Aalberts we are entrepreneurs, we take ownership, we share and learn, we act with integrity, and we go for excellence ... good is never good enough. The teams at our U.S. based businesses are well aligned with “the Aalberts way” and will do an outstanding job of representing the Aalberts’ brand,” says Oliver Jaeger, CEO of Aalberts surface technologies.

Rebranding activities began in early 2022 and will continue through 2023. The activities will include changes to building signs, email addresses, websites, invoices, shipping documents, etc. Communication with stakeholders is underway, including any required documentation updates.

“We are excited about our growth prospects in the U.S. Operating under one brand in the U.S. market will of course help to improve our brand recognition in that market, but, more importantly, it will help our customers, and the market in general, to better understand our wide array of products and services. With our commitment to cutting edge technologies and our global reach, Aalberts is well positioned to support progressive companies with an eye on the future,” adds Jaeger.

About Aalberts surface technologies

Aalberts surface technologies has five divisions on three continents and is part of the worldwide leading and globally positioned technology company Aalberts N.V. which has 134 locations worldwide and more than 14,000 employees. Aalberts is committed to adaptation and innovation with a clear focus on customers.

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