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Design Mark Industries Completes Rebranding, Announces Launch of Redesigned Website

Beatrice Thouveny also named new Marketing Director

WAREHAM, MA, ISSUED MARCH 8, 2018...Design Mark Industries (<http://design-mark.com>), a leader in custom manufacturing electronic membrane switches and touch screens, announced today the completion of the Design Mark Industries rebranding process, which includes a revised company logo, color scheme, and redesigned website.

Additionally, Beatrice Thouveny has joined the Design Mark Industries team as Marketing Director to help the company better reflect its capabilities and services.

The rebranding effort was undertaken to help reflect the company's expanded abilities and services, as well as to reinforce their position as an ISO 9001-2015 certified manufacturer of custom, engineering-based solutions. Specifically targeted to engineers, the website features descriptive outlines of available products, industries served, and solutions offered, with a strong foundation of technical information.

According to Thouveny, the redesigned logo and color scheme is also better reflective of the company. The new logo features green accents, designed to emphasize the company's commitment to sustainability, and green arrows, which represents a focus on operating in a customer-centric manner.

Thouveny brings a great deal of experience to her role as Marketing Director. She has previously worked as BTB Marketing Manager and Senior Product Marketing Manager for Samsung Electronics, where she defined the company's global marketing and product management strategy, focusing specifically on branding and positioning. She also worked as Marketing Manager for Acer, during which time the company underwent a complete rebranding. Thouveny, who holds an MBA in Marketing as well as a Master's in Marketing from Auckland University of Technology in New Zealand, speaks six languages. She is a resident of Hingham, Mass.

"We are excited to introduce our new look to our longstanding clients and those individuals and organizations who have known us over the years, as well as to those who may just be getting to know us," said Renaud Megard, president and CEO of Design Mark Industries. "Our new rebranding is focused on demonstrating to our main industries – including industrial controls and instrumentation, consumer electronics, automotive, military, and medical industries – the wide array of engineering solutions Design Mark provides.

“Beatrice has been integral in this new company reflection, and we look forward to building on this momentum as we continue to expand our capabilities for our clients,” Megard added.

About Design Mark Industries

Design Mark Industries, established in 1971, is a custom touch-screen assembly/supplier of membrane switches and keypads, graphic overlays, labels, functional die-cuts, control panels, and touch screens. The firm additionally provides in-house design, engineering and prototyping services to support OEM customers in contract manufacturing for their products and projects. Industries served by the 47-year-old firm include electronics, medical devices and diagnostics, industrial equipment/vehicle controls, instrumentation, aerospace, government and military, automotive, and lighting and controls. The company holds ISO 9001:2015 certification and is also UL, CSA, and ITAR registered.

Design Mark Industries is located at 3 Kendrick Road, Wareham, MA 02571. For more information about Design Mark Industries, please visit www.design-mark.com or call 800-451-3275.