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News Release

MERRILL Celebrates 50 Years in Business with Brand Consolidation. Final Phase in Goal to Realize Full Vertical Integration.

SAGINAW, MICH / Dec. 27, 2018 – On December 31, 2018, manufacturing powerhouse – MERRILL Technologies Group (MERRILL), will conclude its 50th year in business by implementing the final phase of its goal to become fully integrated. The final phase is a corporate naming and brand unification program. MERRILL Technologies Group will consolidate its four wholly-owned subsidiaries (Merrill Tool & Machine, Merrill Fabricators, Merrill Aviation & Defense and Merrill Engineering & Integration) into a single operating company called MERRILL.

The goal to become vertically integrated is the result of a 5-year strategic plan the company started in 2015. Since then, MERRILL and its subsidiaries have undergone major changes by launching a corporate-wide advanced planning and execution center, investing in a new enterprise resource planning system and consolidating its legal and financial reporting. A total re-branding of the subsidiaries under the MERRILL primary brand is the final phase in becoming fully integrated.

“This is one in a series of moves that will position our company for another 50 years of success,” said MERRILL CEO, Robert Yackel. “We are committed to growth and the security that controlled growth brings to our customers and our team members. As we plan for our next half century in operation, it’s critical that we make changes that support our vision of being a robust enterprise capable of sustaining growth.”

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MERRILL Celebrates 50 Years with Brand Consolidation

“MERRILL customers will realize improved on time delivery, quality and pricing as a result of these changes,” said MERRILL Executive Vice President and COO, Jeff Yackel. “This realignment allows us to better utilize our available resources, in turn enabling us to better support our customers’ schedules, technical and cost objectives.”

“We simply outgrew our previous business model, said MERRILL Director of Marketing & Communications, Andrea Fisher. “MERRILL developed organically over the last 50 years into a collection of interrelated organizations. Each organization was created to serve a specialized need for production or more effectively serve a specific industry. The result was four operational silos. What our customers want today is a vertically integrated, single supplier who can do it all – design, fab, machine and integrate. One MERRILL is that solution. As we work operationally to create a more integrated and collaborative experience for our customers, unifying the MERRILL brand will echo those benefits,” said Fisher. “This is a far greater effort than simply putting up new signage on our buildings and ordering new business cards. The very nature of our growth caused separations within our employee culture. Team members identify with their facility name and logo. One MERRILL is the process of bringing the entire MERRILL family together, both operationally and spiritually.

That process began on December 15th, when MERRILL’s workforce of some 350 individuals entered HORIZON’s Conference Center to celebrate its 50th anniversary. They came as members of individual MERRILL subsidiaries (Merrill Tool & Machine, Merrill Fabricators, Merrill Aviation & Defense, Merrill Engineering & Integration). By the end of the evening, they had been exposed to their new brand identity and left as one team with one dream. One MERRILL.

MERRILL’s external stakeholders will start seeing the company’s new brand on Jan. 2, 2019 with the launch of a unified web site. “The program will run through March of 2019. At that time, it’s our plan to have all marketing material converted to reflect the MERRILL logo and ‘Anything is Possible’ brand promise,” said Fisher.

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About MERRILL - MERRILL is a highly innovative American small business delivering contract manufacturing services to the defense, aerospace, heavy equipment, automation, energy and transportation markets. Headquartered in Saginaw, MI, we have some 350 skilled and value-driven team members and nearly 700,000 sq. ft. of manufacturing floor space. Our resources are dedicated to the design, fabrication, machining and integration of components, systems and programs. If you need it, MERRILL can make it. Visit us at www.MerrillTG.com.