



**American Boiler
Manufacturers
Association**

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

American Boiler Manufacturers Association Launches New Branding

Vienna, VA – June 12, 2017 – The American Boiler Manufacturers Association (ABMA) is proud to announce the launch of new branding for the association which enables ABMA to be better positioned to lead the boiler industry through awareness, education, advocacy, and advancement of the industry.

The new branding includes a new logo along with tagline, Leadership for the Boiler Industry. ABMA has begun the rollout process of the new branding to its membership and broad-reaching global boiler industry. Associated with its new branding also comes a refined focus for the association. Advocate. Connect. Advance. will lead top-line brand communications for ABMA as these three areas represent where the association will focus its efforts to provide value to its members.

“ABMA has a long-standing tradition with the boiler industry. Now, we are expanding and modernizing this tradition through our new branding. Our focus areas will help ABMA continue to grow our member-base, provide solution-based value to members, and enable us to have a greater impact in shaping the future of the boiler industry. This new branding and messaging of ABMA is part of our 3-year strategic plan adopted in January 2016. For more details, visit ABMA.com.” said Scott Lynch, President and CEO of ABMA.

About ABMA

Since our founding in 1888, the American Boiler Manufacturers Association (ABMA) has advocated for the safe production and operation of boilers, facilitated advances in energy efficiency, and provided solutions for our member companies. Throughout our history, the boiler industry and our member base have relied on the ABMA to lead the industry as it tackles challenges and embraces opportunities in our constantly evolving sector. Through participation with ABMA, our members are better informed, connected, and positioned to thrive in today’s global boiler industry. To learn more, please visit ABMA.com.

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For further details, please contact Shaunica Jayson, Marketing Manager of ABMA at 703.356.7172 or Shaunica@ABMA.com. Contact Marketing@ABMA.com for a detailed brochure and logo & brand material.