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Randall Manufacturing Unveils New Brand Logo and Websites, Signaling Brand Evolution

Randall Manufacturing Rebrands its Flagship Product Line and Creates Greater Unity Between Its Temperature Control and Access Product Lines

Randall Manufacturing is a leading manufacturer of Temperature Control products and now Access products for the food and beverage markets. Today it unveils a refresh of its Transportation product line, symbolized by the introduction of a new logo and websites for its Transportation and Access divisions. Randall Manufacturing's new Transportation division logo, now branded Temp Control, represents its growth and transformation while also celebrating its 30-year history of innovation in the foodservice delivery market.

"The launch of our Temp Control division's new logo and new websites for both our Temp Control and Access divisions reflect our evolution as an innovator of both Temperature Control and now Access products to the food and beverage delivery markets," said Fred Jevaney, president of Randall Manufacturing. "We are proud to be at the forefront of a rapidly evolving industry – our new logo and websites connect our multi-product (temperature control and access) portfolios. Randall provides our market with the greatest selection of products that protect inventory, control temperature, and maintain driver safety."

Jevaney continued: "Randall Manufacturing continues to be a dynamic, innovative, and bold company with an unparalleled connection to our markets. As regulation increases and organizations are looking for turnkey solution providers, it is our ambition to bring greater unity and association between our Temp Control and Access product lines."

The new logo, Randall Temp Control, is a modern representation Randall's history and identity while creating a closer alliance to the Randall Access logo and product line.

“The new websites- randallmfg.com/temp-control and randallmfg.com/access – are more informative, more responsive, and easier to use than ever before,” said Chuck Carey, Vice-President of Sales at Randall Manufacturing. “With greater representation of our Temp Control product line, mobile optimization, and improved ability to toggle between our Temp Control and Access product lines, we believe this is a digital platform that will improve our customers’ digital experience.”

Features of the new websites include:

- **Responsive Design:** The site is fully optimized to fit all screens (monitors, tablets and phones), enabling users to navigate the site easily regardless of the viewing device or monitor.
- **Experience:** Users will experience more intuitive navigation, better product descriptions and picture galleries, and easier ability to toggle between Temp Control and Access products.
- **Build-It Feature:** Demonstrating the customization of Randall’s Temp Control product line, users can now pre-select configurations and options online to expedite the order process.
- **Randall Difference:** The one-of-a-kind Randall Access Road Tour videos and pictures; Randall Blog sharing industry insights and trends; and extensive social media channels communicate Randall’s energy and commitment in the market.

ABOUT RANDALL MANUFACTURING

Since 1986, Randall Manufacturing has been serving the foodservice delivery industry with Temp Control products that protect inventory, improve productivity, and promote safety. The current product line-up is deep and growing: BH2000, CoolGuard, VersaFit, Delivery Van Bulkhead, Center Divide Systems, Rear Roller Curtain, Quick Release Curtain, Strip Curtains, Gravity Curtain, Side Roller Curtain, Insulated (IC) Bags, Insulated Pallet Covers and Blankets, and Durable Containers.

In 2012, we boldly endeavored to stand out from the Access products crowd. We listened to the market and got our best engineers on the case to design Access products that deliver full on strength, performance and safety. In a handful of years, Randall Access products are used by over 50% of the top foodservice and convenience store distributors. Our product line has grown to include: Straight & Folding Walkramps, the Elevated Platform, a full line of Floor Deployed Platforms, Steps, and Ladders. For more information on Randall Temp Control & Randall Access visit randallmfg.com, follow on Twitter @Randallmfg, or call 800-323-7424.

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