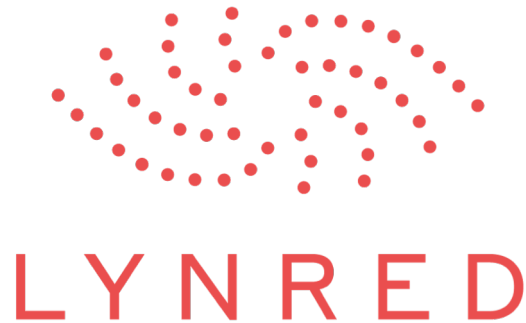


COMPANY MERGER

NEW CORPORATE IDENTITY



Sofradir and ULIS become Lynred

By Armada International - July 28, 2019



Infrared technology market leaders for aerospace, defense and commercial applications merge to attain critical mass; renamed **Lynred**.

- **Strategic communications:** Participated in brainstorming meeting to discuss strategy and plan on the roll out of a new corporate identity and branding: advised on name choice, reviewed/recommended positioning messages, established pre- and post-event activity calendar for traditional media and advised on talking points
- **Corporate communications:** Produced three-page company profile document consolidating market activity and trends, which included researching and documenting 30 years of the company's history and achievements; made recommendations on the corporate video
- **Media relations:** Generated a ready-to-go media target list from our proprietary contact database. Conducted media outreach (print, digital, radio and TV), press invitation, press kit); organized a press conference
- **News announcement:** Wrote and obtained approval of a news announcement in English, localized it into French

Results

- News was well received
- Press conference attended by cross-section of 12 local, regional and national media
- Arranged several post-event media interviews with defense and technology business media
- 70+ articles published, including local TV coverage