

# Introducing The Evolution of InfoCase! We Have New Branding!

We're thrilled to announce that InfoCase is evolving! After 30+ years of serving our customers, we're excited to unveil our new brand identity.

## Why the Change?

While InfoCase is proud to be part of the Gamber-Johnson family, we recognize the need for our own unique identity. This new branding better reflects how we serve the education market and a diverse range of mobile business environments. It highlights our specialized focus with 30+ years of expertise and commitment to these sectors, ensuring our brand resonates with our distinct audiences and our vision of the future.

## What's New?

**Clearer Brand Hierarchy:** We have a new brand hierarchy that speaks more directly to those most important to our business – ***Our Customers!***



**New Tag Line:** We also have a new tag line that better represents who we are today and where we are going in the future. We're very excited about the message it delivers to everyone around us.



- **Protect** – Businesses and EdTech have unique needs when it comes to protection, and we pride ourselves on serving both:
  - **Education:** Designed for the rough and tumble life of schools, we offer a precision-fit cases for a range of K-12 devices that are built to withstand

the daily wear and tear of school life. We focus on reducing damage to keep devices in the students' hands with rigorously tested, military-grade durability and drop protection. This level of device protection translates to added benefits for schools: less downtime for repairs = less lost learning time and reduced frustration for teachers. It also means school budgets can be used more effectively as less funding goes to replacing devices. Overall, InfoCase for Education provides schools with the best protection for student devices and helps to keep students engaged in learning.

- **Business:** The technology devices market is expected to reach \$722 billion in 2024, up 5%. Regardless of size or type, hardware spend can be daunting for any business. InfoCase helps to provide protection for technology devices, which leads to longer device life and less overall spend. In addition, less device downtime means less employee disruption, leading to improved productivity and ultimately greater satisfaction.
- **+ Plus - *Because it isn't just one thing!***
- **Connect** – InfoCase ensures less device downtime, keeping students connected to learning and businesses connected with innovative technology that enhances efficiency. In many cases, we even keep you physically connected so you can stay digitally connected! We also pride ourselves on the many long and lasting connections we have with our Customers and Partners.
- **+ Plus - *Because it isn't just one thing!***
- **Optimize** – InfoCase is the best solution to Optimize devices by providing robust protection with innovative, performance-enhancing business solutions that keep devices working and connected for an optimal workflow efficiency and an optimized learning experience. A study found that employees who are armed with wearable technology in the workplace have increased productivity by 8.5% and job satisfaction by 3.5%! And because every business has diverse needs, we have Made-to-Order solutions to revolutionize your workflow.

## Continued Commitment

While our Branding may be enhanced, our dedication to providing you with exceptional products and service remains the same. We are grateful for all our long-term relationships and will always value our customer feedback. Thank you for your continued trust! Visit us on our website at [InfoCase.com](http://InfoCase.com), follow us on social media, and keep an eye out for new products and updates throughout the year!

**Sincerely,**

The InfoCase Team