

# MEDIA RELEASE

For immediate release

## Atkar reveal brand refresh after 70 year anniversary

Atkar reached a special milestone in 2017 as they celebrated 70 years working with the design and construction industry. As part of their continued celebrations and to reflect the ongoing growth to their already substantial range of products and services, they have announced a company brand refresh, including a name update to *Atkar Group*.

“Our brand refresh is our opportunity to celebrate the evolution of the business and is the first step in a number of new initiatives that we will introduce in the upcoming 12 months” explained Atkar Group General Manager, Tom Devine.

Atkar Group provide two offerings to the design and construction industry which includes the manufacture of custom acoustic and architectural linings solutions as well as being a specialist supplier of internal and external wall & ceiling systems.

“After undertaking market research and listening to our customers, we took this opportunity to not just refresh our logo but to refresh our name and brand positioning so we could ensure we meet the demands of our fast paced industry” says Mr Devine. “Our product offering is very comprehensive, and we are always here to help our customers along their project journey, but we also wanted to ensure that customers could easily identify what our core range offering is.”

As part of the new logo redesign, Atkar Group added the tagline - ‘Acoustic Linings | Wall & Ceiling Systems’ so their core audience of architects, designers, contractors and builders could quickly identify their core offering.

“We are excited to introduce our new brand refresh with our current and new customers, but are even more excited about our upcoming new innovative products and services, and we look forward to sharing these with you in the coming months.”

Please visit [www.atkar.com.au](http://www.atkar.com.au) to explore the up dated website and learn more about the suite of acoustic linings and wall & ceiling systems they offer.

### About Atkar Group

Atkar Group are the experts in delivering innovative architectural linings and acoustic solutions as well as being a specialist supplier for internal and external wall & ceiling systems for the design and construction industry. Their Wall & Ceiling Systems division offer a comprehensive range of fibre cement, linings, claddings, insulation and metal. Their Acoustic Linings division offer a fully customisable range of acoustic and decorative panels that are designed and manufactured in Australia. Atkar Group are solutions focused and will help support you to ensure the successful delivery of your project from conception through to installation.

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