



P.O. BOX 1404
LAGRANGE, GEORGIA 30241 - 1404
www.durand-wayland.com

TEL: 706-882-8161
800-241-2308
FAX: 706-884-3268

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For more information:
Ray Perry
706-882-8161, ext. 127
rayp@durand-wayland.com

DURAND WAYLAND GETS A FRESH NEW LOOK

LAGRANGE, Ga.– A company that’s taking a fresh look at produce, with its innovative spraying, packing and labeling systems, now has a new look of its own. Industry leader Durand Wayland has updated its logo to reflect a more modern, cutting-edge feel.

Through a combination of type, image and color, the new logo projects a sense of boldness, strength and clarity. The result is a brand that is easily recognized and remembered throughout the produce packing industry. The “DW” logo bug is now more of a stand-alone icon, allowing it to be used with or without the logo. To differentiate the “Durand Wayland” wordmark from the logo bug, the typeface has been modified to give it a tough, edgy appeal that sets it apart. A new descriptor, “Spraying, Packing & Labeling Systems,” can be added to the logo as needed to identify the Durand Wayland product tiers.

“Our new logo conveys a more modern look that’s in keeping with the Durand Wayland family of expertise and products,” said Robert L. Collins, Chief Operating Officer. “As a company that is continually evolving and developing innovative produce solutions, we wanted our image to reflect Durand Wayland’s dedication to delivering the best in service and technology.”

To find out more about Durand Wayland, visit us at booth #4123 during the Produce Marketing Association’s Fresh Summit International Convention & Exposition, November 6-8 at the Georgia World Congress Center. You can also visit us online at www.durand-wayland.com or call 800-241-2308.

Since 1934, Durand Wayland has been the industry leader in fruit and vegetable handling equipment. A single-source supplier for packing houses, Durand Wayland designs, produces, delivers, assembles and installs a full line of fruit grading products, as well as orchard sprayers. The company’s innovative Natural Light Labeling technology has also revolutionized the produce labeling market by replacing messy, adhesive stickers. Durand Wayland is headquartered in LaGrange, Ga., with an additional facility in Reedley, Ca. For more information, visit us online at www.durand-wayland.com or call 800-241-2308.

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