

PRESS RELEASE

CONTROLS SERVICE, INC. ANNOUNCES TOTAL RE-BRAND: NEW LOGO, NEW WEBSITE, STILL *SECOND TO NONE*.

NEW MARKETING EFFORTS AIM TO FURTHER SECURE TOP SPOT FOR PREMIER CALIBRATION AND FIELD SERVICE COMPANY.

After 40 years of using the letters CS on an image of an open book, Controls Service, Inc. is retiring their book logo. The new “*block*” logo epitomizes the three main elements of their success: their scientific approach, their technical ability and embracing of new technologies, and the importance of the human element. Controls Service, Inc. created the new logo as part of a new marketing plan to develop upon the strong, well-respected image they have built over their first 40 years in business.

“40 years in business is no small feat. Not many businesses reach this milestone,” says Darrell Rydzewski, President and CEO of Controls Service Inc., “We feel the updated logo better represents who we are as a company and the direction in which we are headed.”

“The development of the new logo is not meant as a new beginning but rather to build upon our reputation as the premier support service provider and develop a recognizable brand better representing our dedication to our customers and craft,” says Justin Rydzewski, Marketing Coordinator and Sales Representative. “The new logo reflects our ambitions and focus and will come to represent total confidence; a symbol of supreme quality.”

The slogan of “*Second to None*” will always remain. According to Darrell Rydzewski, “*Second to None*” has a much deeper meaning, “For us, it is far more than just a slogan. It is our way of doing business and we prove it in everything we do.”

Along with a new logo, Controls Service, Inc. is unveiling a new, updated website with additional features and content, new marketing materials, and new business documents.

As Controls Service, Inc. moves forward, they will continue to be guided by a *Second to None* attitude, an established business approach, and an extensive knowledge base and proven service offering. And, now, a new symbol will represent all of their collective efforts.

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About Controls Service, Inc.

Controls Service, Inc. is a premier field service organization providing maintenance, calibration, repair and testing services for process control systems. Established in Dearborn Heights, Michigan in 1972, Controls Service, Inc. works primarily within the manufacturing side of the automotive and aerospace as well as within the heat treat industry. For more information, visit www.controlsservice.com.

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