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FOR IMMEDIATE RELEASE:

Industrial Innovations Inc... Innovation leader in automated lubrication systems.
Rebrands with new strategic plan and look

Grandville, MI: Effective immediately, Industrial Innovations Inc., a manufacturer of industrial lubrication systems, announces an extensive rebranding effort to better align with the new company goals and vision along with an update to the company logo. A new website is planned for release during the summer of 2022.

At the heart of the company has always been innovation, quite literally. Industrial Innovations strives to provide customer-driven solutions with their approach to strategic lubrication management – mix, apply, and *reclaim* – complete sustainability. With lubrication at the very center of everything they do, the logo is very representative of the company vision, both past and present.

Troy Turnbull, owner/CEO, explains, “You can’t just keep throwing everything down the drain or having it hauled away as waste. Up to 70% of lubricant can be reclaimed, yet few do so. Manufacturers must lead the way with a sustainable approach. Water is such a critical resource that many companies have now established sustainability goals to reduce their consumption drastically, and we can help.”

Being a Fanuc Authorized System Integrator, Industrial Innovations is now putting a higher emphasis on assisting their customers with automated process improvements to lubrication controls. “The automation of applied lubricants will become essential as labor continues to diminish,” claims Mark Ullstrup, Director of Strategic Development.

Industrial Innovations Inc. is a Michigan based manufacturing company specializing in industrial lubrication systems for the metal forming, die casting, foundry, and forging industries. For more information, contact Troy Turnbull at tturnbull@industrialinnovations.com, or visit their website www.industrialinnovations.com.

