

PRESS RELEASE  
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## ***Triple i unveils New Logo, Signals Brand Evolution and Direction towards the Future***



**Wollongong, NSW** – Triple i is proud to announce the refresh of its corporate brand, unveiling a new logo and strategic focus on its *Integrated Solutions*. Triple i's new logo represents the company's evolution to work with customers in the future, 'to understand their requirements and then provide a solution designed for their needs', and their advancement to delivering 'whole of life' industrial services through their *Integrated Solutions*.

For 35 years, Triple i and its iconic brand has delivered innovative products and technologies for the process automation, electrical, instrument and mechanical needs of its customers throughout Australia, becoming an industry partner and leader. The new logo represents the brands evolution, and the company's diversification into related industries, leveraging technologies to provide services in Functional Safety, Electrical Equipment Hazardous Areas (EEHA), Industrial Internet of Things (IIoT) Solutions, Asset Management, Process Improvement and Plant Services.

To better reflect the growth of the business and the markets Triple i serves, the company has also introduced the *Integrated Solutions Jigsaw*. The jigsaw represents the 'Integrated Solutions' and 'whole of life' Industrial services the company provides through its Engineering, Electrical, Mechanical and Service departments. Like a jigsaw, the company departments provide a piece of the puzzle to ensure projects are entirely managed from conception and design to Implementation and training, and beyond.

'We are excited about the future, ours and our clients', Said Dave Holt, Asset Services Manager of Triple i. 'Our new logo and branding better represents the companies' offerings now and will lead us into the future. We look forward to sharing the emerging technologies with clients and continuing our work as a 'whole of life' industrial services provider'.

In conjunction with the launch of its new logo and Jigsaw, Triple i has introduced the new tagline 'Innovation, Integration & Insight', representing the company's core attributes, and reflecting the skills and technical capabilities that go into the products and services provided. Leveraging the company name and origin, the tagline signals the direction towards the future and the endless possibilities.

For further information, or media enquiries please contact: [admin@triplei.com.au](mailto:admin@triplei.com.au), or call 1300 422 444.

### ***About Triple i***

Triple i is a one-stop-shop for all your control, data, electrical, instrument, and mechanical needs with over 35 years of experience. We provide a range of technology-based projects, consultancy, maintenance, sales, and support services in the industrial sector. With over 60 skilled employees, Triple i provides the best product and services, with integrated solutions designed for client's needs.



**INTEGRATION - INNOVATION - INSIGHT**