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FOR IMMEDIATE RELEASE

VENTURO UNVEILS NEW “RUGGED, RELIABLE, REAL” BRAND IDENTITY

CINCINNATI, OHIO (8/1/11) --- Venco/Venturo Manufacturing, Inc. is proud to announce its new brand identity, renewing the company’s commitment to providing a specialized line of cranes and hoists in a bold, visual way. The new Venturo brand identity is a high-impact logotype with elements of metal that includes the company’s new tagline: *Rugged. Reliable. Real.*

“Venturo’s new identity is straightforward and makes a strong visual impression,” said Brett Collins, president of Venco/Venturo Manufacturing, Inc. “Our business has always been about designing and producing rugged cranes, crane bodies, and hoists that are engineered to perform year after year – even in the toughest environments. Our new logo reflects who we are and what we stand for.”

Venturo partnered with Thunderfuel (www.thunderfuel.com) to create the look. The new brand identity is reflected in Venturo’s fresh, redesigned website, www.venturo.com, powered by Sound Press (www.soundpress.com).

Venco/Venturo Manufacturing, Inc. has created a specialized line of high-caliber cranes and hoists for generations. Rugged, tough, made in America and built to last, Venturo’s quality craftsmanship is backed by straight talk, real expertise and superior customer service. For more information about Venturo’s complete line of cranes, bodies, hoists, workforce trucks and accessories, visit www.venturo.com.

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