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SCHMITT & ONGARO RENAMES, REBRANDS

To better clarify its company image, Schmitt & Ongaro Marine Products has renamed and rebranded to Schmitt Marine, with product line brands Schmitt Steering Wheels and Ongaro Marine housed within the top-tier umbrella. Tim Schmitt, president, made the announcement.

"Since Schmitt acquired Ongaro Marine in 2008, there's been confusion in the marketplace as to the relationship between our products and our legacy company names," said Schmitt. "The rebranding simplifies our image and better defines our product lines. It also provides a wider avenue from which we can evolve and grow our offerings in exciting, new directions." Schmitt Steering Wheels will house the company's stainless steel and polyurethane marine wheels. The Ongaro Marine brand will contain the wiper systems and horns.

Parallel to the company renaming is the introduction of a new series of logos. Fresh and clean, the main Schmitt Marine subtly incorporates the "S" and "O" from original company names. The secondary brands provide a distinct relational connection to the primary mark. Subsequent phases of the rebranding process will include a website redesign, updated literature, and other marketing and sales collateral.

What hasn't changed is Schmitt Marine's commitment to delivering on its brand promise of quality, innovation and value. The company

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manufactures a wide range of products for numerous OEMs worldwide, many of which are completely custom-styled and branded, as well as stock items for retail.

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See Schmitt Marine's freshly-minted brand and innovative new products at IBEX, Sept. 27-29, Tampa, Florida, booth 3-1831.