

## Electronic Temperature Instruments Limited Refreshes Identity with New Logo

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Electronic Temperature Instruments Limited (ETI), the UK's leading digital thermometer manufacturer, are proud to announce the launch of their new company logo, marking the most significant change in its visual identity in 35 years.

The refreshed logo is revealed, pointing the way towards the next phase of the company's future, one focused on innovation and growth.



Previous Logo



Updated Logo

Miriam and Peter Webb founded ETI in 1983 when they identified an opportunity in the manufacturing market for the production of digital thermometers and temperature measuring probes. ETI is a *family owned business with family values* at its core. Peter and Miriam have three children Claire, Lisa and Jason, all of whom are Directors of the company. Jason, ETI's Operations Director is very much involved in the day to day running of the business and looks forward to driving the company and brand forward over the coming years.

The company currently employs 175 staff at their three factories in Worthing, West Sussex, with

95% of the staff coming from the local area. The business is supported by an in-house Research & Development team, and a UKAS calibration laboratory for both temperature and humidity. Earlier this year, ETI were awarded a **Queen's Award for Enterprise** within the category of **Innovation, the fourth Queen's Award for the company since gaining its first in 2012.**

Jason Webb commented '*It is important that ETI retains its established values but at the same time develops a new and modern identity. The rebranding exercise will ensure that we get the right message out there.*

*'After careful consideration, we chose a new logo that reflects a more contemporary look and captures our ongoing mission to deliver quality UK manufactured products and outstanding customer service.'*





Jason Webb, Operations Director

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