

# PRESS RELEASE

## **Katun Unveils New Brand Strategy Focused on Innovation and Client Success**

**Minneapolis, MN – September 5, 2024** – Katun Corporation (Katun) is excited to announce the launch of its new brand strategy highlighting the organization’s commitment to being a trusted partner in the business technology industry.

Katun’s new brand strategy revolves around the tagline, "Success Made Simple," which embodies the company’s mission; to be a vital partner to clients, making business easier and delivering high-quality and innovative technology that transforms the print industry and promotes mutual growth.

The fresh branding initiative incorporates a variety of aspects such as a new visual identity, company mission, core values and competencies. Each of these elements was carefully developed to reflect Katun’s strengths, decades of experience and unique position in the industry.

“This is an exciting time for Katun as we unveil our new brand strategy focused on empowering our clients and simplifying their business operations,” said Kay Fernandez, Vice President of Global Marketing. “Our new branding is a testament to Katun’s commitment to providing transformative solutions that meet the evolving needs of our clients. It exemplifies Katun’s proven reputation as a trusted partner that provides simplicity and reliability, while also reflecting our vision for the future.”

The introduction of Katun’s brand strategy is an important milestone for the company and closely aligns with the strategic vision of its global leadership team. The new branding reiterates Katun’s dedication to pushing the boundaries of technological advancement and supporting business success.

### **About Katun**

Headquartered in Minneapolis, Minnesota, USA, Katun Corporation is one of the world’s leading suppliers of OEM-compatible imaging supplies and other products and services for printers, copiers, and MFPs. Katun has over 45 years of experience in the imaging industry and serves approximately 8,000 dealer and distributor customers worldwide.

[www.katun.com](http://www.katun.com)

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