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At Almost 100 Years Old, Lippmann Brand Gets a Makeover

(July 7, 2022, Milwaukee, Wis.) – On the cusp of its 100-year anniversary, Lippmann Milwaukee, Inc. has undergone a full brand transformation.

The rebrand, which was unveiled at an international tradeshow earlier this year, was part of a 6-month long collaboration effort between Lippmann ownership, executives and a Waukesha-based branding firm. The new logo captures the spirit of Lippmann's strength while the new tagline, Legendary Crushing Systems, pays homage to the company's historic run and industry reputation. A promotional video that reflects the new brand can be found on the company's YouTube page:

<https://www.youtube.com/c/lippmanncrushingsystems> .

Founded in 1923, Lippmann specializes in heavy duty equipment for the aggregate, mining and recycling industries across the world and is showing no signs of slowing down.

"It's exciting to be growing so fast. We're constantly evolving our machines to meet new demands and technologies, so it makes sense to look at our overall company image as well. The timing provided for a natural opportunity to ensure our brand resonates with our customer, partners and employees," said Kevin Kiesgen, Lippmann's VP.



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“In our research, we discovered several recurring themes that we felt embodied the Lippmann company and culture. Dominant, experienced, premium, rock solid, custom, and legacy were the brand DNA words we landed on and carried through in both the visuals and the copy,” said Kelly Blickle, Lippmann’s Marketing Communication Manager.

According to Kiesgen, the modernized brand has already been updated across multiple touchpoints with the rest expected to roll out over 2022.

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Since its formation in 1923, Lippmann has continuously designed and manufactured quality aggregate processing equipment. The company began as Lippmann Engineering Works, and the design of heavy-duty Jaw Crushers became the cornerstone of the Lippmann product line. Today, Lippmann continues to build the heaviest and most reliable Jaw Crushers on the market, along with its expanded line of proven aggregate processing equipment designed to increase productivity and reduce costs. Our products include a complete line of Primary Jaw Crushers, innovative Primary and Secondary Impact Crushers and Cone Crushers, Vibrating Grizzly Feeders, complete two-stage Jaw / Impactor Crushing Systems, and an extended line of ancillary products. www.Lippmann-Milwaukee.com

IMAGE CAPTION: (Lippmann_Logo.png)

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Lippmann’s primary logo has been streamlined to include only the company’s name.

IMAGE CAPTION: (Lippmann_Icon.png)



Lippmann’s icon has been separated from the primary logo and revised to put emphasis on the “L” in Lippmann **Legendary** Crushing Systems.

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