



P R O C U R R I

## NEWS RELEASE

### PROCURRI LAUNCHES GLOBAL BRAND, UNVEILS NEW BRAND LOGO

**Singapore, 15 January 2015** – Procurri, the global leading IT asset recovery and independent maintenance provider, today launched its global brand and unveiled a new brand identity inclusive of a new corporate logo and website worldwide.

Procurri's brand name which means "*leading the pack*" in Latin is aligned with our aspirations to be the global market leader in data centre offerings.

The new brand identity represents a significant shift in Procurri's overall vision, look and message. It serves to solidify the transition and unify the global organisation since the integration of subsidiaries Procurri LLC, Tinglobal Holdings Ltd, ASVIDA® Asia Pte Ltd and Verity Solutions Sdn Bhd six months ago.

"Since the integration, we required a stronger and more cohesive brand identity to distinctly communicate Procurri's integrated focus and singular vision of being the global market leader in IT asset recovery and independent maintenance," said Sean Murphy, Global CEO of Procurri. "We believe the new brand identity and logo tightly blend Procurri's global reach, infrastructure and resources, and further strengthen the company on its mission to change the way the world buys technology."

Under the new brand identity, the new corporate logo is symbolised by two arrows – one forward arrow that represents the company's forward-looking approach and a backward arrow that signifies its proven reverse logistics strategy. The set of interlocking arrows also denotes the synergy and close relationships we have with our partners and customers. The brand colours of teal and grey further reflect the qualities and spirit of the brand - efficiency, reliability and professionalism - all of which underscores Procurri's commitment to business excellence.

With offices in Singapore, Malaysia, China, US and the UK, Procurri plans to continue to internationalise its footprint by looking at strategic acquisitions and joint ventures in Latin America and India in 2015. The company has also previously announced its intention to spin-off by 2016 to add greater value to its shareholders.

To find out more about Procurri, visit our website at [www.procurri.com](http://www.procurri.com). To view a video on Procurri's new brand identity, [click here](#).

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### **About Procurri Corporation**

Procurri is a global, independent distributor of data centre equipment and multi-vendor maintenance provider. With offices across four continents, we help our customers to optimise the value, performance and life span of their IT infrastructure in more than 40 countries worldwide.

Being an innovator, Procurri solves data centre challenges via a channel-focused model that is backed by our global footprint and team of experienced IT experts. Our customers include the world's leading companies from various industry segments as well as cloud and data centre providers and systems integrators. With a single minded approach towards support and service delivery, Procurri is the trusted partner of choice for your mission critical infrastructure around the world.

We are a subsidiary of DeClout Limited, which is listed on the Catalist Board of the Singapore Stock Exchange.

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