

Security Chimneys Reveals New Corporate Image In Logo, Website & Literature

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Laval, QC - Security Chimneys, a leading innovator of residential and commercial chimneys, officially revealed its new brand identity complete with a revitalized company logo, redesigned website, and rebooted look-and-feel of its corporate literature.

The revival in Security Chimneys' image complements the company's development and progress towards more pronounced technological advancements in the ventilation industry. As an industry leader, the company aims to deliver a message that reflects the great strides the company has continued to make since its beginnings in 1960.

The redesigned website serves as part of Security Chimneys' initiative to improve their overall customer service experience. Reflecting the same simplicity and modern elegance of the new company logo, the new website simplifies the online experience for visitors. The intuitive navigation, updated graphics, and clean layout will help users access information quickly and easily.

The corporate literature has been redesigned to offer the same caliber of product information, but with improved visuals and layouts. The color-coded catalogs and brochures not only offer readers an aesthetically pleasing experience, but they provide a simplified categorization of Security Chimneys' product lines.

Security Chimneys will participate in HPBExpo 2014 (Hearth, Patio & Barbecue Expo 2014) from March 5th through the 8th in Salt Lake City, Utah, where they will proudly showcase their new brand identity at booth #2100. Guests and visitors at the event will be able to view the new logo, website, and updated literature to see how the company has evolved over the past 50 years.

Eric Dufour, Director R&D/Manufacturing Engineering at Security Chimneys stated "The introduction of this new image for Security Chimneys shows our commitment to maintaining our position as a leader of our industry."

About Security Chimneys

For over 50 years, Security Chimneys International has built a reputation as one of the most trusted suppliers of quality chimneys and fireplaces in North America. Their dedication to total quality lives in the research and development of new products and services for the residential and commercial markets. Manufacturing facility in Laval, Quebec.

