

For immediate release
Media contact:
Noel Bittner
(585) 237-5191 x139
nbittner@jnwhitedesigns.com

INTRODUCING JN White™ *Name Change For Manufacturer Reflects Evolution*

Perry, NY, Sept. 19— After 57 years, J.N. White Designs has officially changed its name to JN White™.

The new name reflects the transition of the firm from a screen printer into a custom component manufacturer, which has been in business at 129 N. Center Street since 1960.

JN White™ is also introducing a new brand identity to better represent the firm and its products. The logo represents layers of substrates (top) and layers of circuitry (bottom) to reflect the firm's capabilities.

The firm is an **ISO 9001:2008 and ITAR certified** manufacturer of **membrane switches, graphic overlays and custom labels** for products like push-button keypads on a microwave, decals on a snowmobile or faceplates on a household appliance. JN White™ works with global companies in many industries including Medical Devices, Military/DoD, Aerospace and Telecommunications.

Over the last 10 years, the company has continuously invested in technology and training for its approximately 100 employees. This investment allows JN White™ to translate what customers need into high-quality, high-precision, long-lasting outcomes.

According to Ken Boss, Vice President of Sales & Marketing at JN White™, the name change and rebranding were necessary because "We wanted to create an image that would match up with our capabilities, our creativity, and our customer-first approach."

For more information about JN White™, visit www.jnwhiteusa.com, or call (585) 237-5191 x139.

#