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NACE INTERNATIONAL TO LAUNCH NEW LOGO IDENTITY AT CORROSION/2005

New Logo Reflects Growth Initiatives of Organization


CORROSION, the NACE International annual conference and expo, is the largest corrosion event in the world, attracting more than 6,000 professionals internationally.

The innovative look of the new logo will prove to reflect the in-depth research NACE International has undergone during a two year process of surveying its members and conducting focus groups and other research activities.

The logo features a trio of ellipses that demonstrates the interconnectivity of people and technology developing and exchanging information seamlessly. The three interlocking segments represent people, assets, and the environment, in line with NACE International’s purpose. With fluid movement the new logo defines NACE International as an association in motion, as a driving force for innovation in corrosion solutions, and as a common forum for cooperation around the world.

“We wanted to incorporate a sense of connection between our members in the new logo without being trite,” said Trevor Eade Marketing Manager for NACE. “The concept of the trio of ellipses seemed perfect to reflect the dynamics of the organization. The contemporary treatment of the type reflects a very progressive feel.”

The new logo will officially be adopted during the NACE Annual Awards Banquet, April 6, 2005 and thereafter will be used on all communications, including advertising and marketing materials distributed by NACE International.

“This is a whole new era for NACE International,” said Eade “It’s the perfect time to launch a new look, one that matches what is occurring within the organization.”

Members of the press are invited to preview the new NACE International logo at a pre-banquet reception Wednesday, April 6, 2005 from 3 to 4 p.m., Room 339, Hilton Americas, 1600 Lamar, Houston.

If you are interested in a complimentary pass to attend CORROSION/2005 and cover the week of events as a member of the trade press, please fill out and return the attached form. Your request will be reviewed upon receipt.
Who: NACE International Representatives / Trade Press  
What: New Identity Roll-Out - Preview Reception  
When: Wednesday, April 6, 2005, 3 to 4 p.m.  
Where: Room 339, Hilton Americas, 1600 Lamar, Houston

Corrosion is a naturally-occurring phenomenon commonly defined as the deterioration of a substance or its properties because of a reaction with its environment. Corrosion costs the U.S. more than $276 billion annually, of which more than 30% could be prevented through the use of optimum corrosion-management practices.

*NACE International – The Corrosion Society,* is a professional technical society dedicated to promoting public safety, protecting the environment and reducing the economic impact of corrosion by advancing the knowledge of corrosion engineering and science. Established in 1943, NACE International has more than 15,000 members worldwide and offers technical training and certification programs, sponsors conferences and produces industry standards and reports, publications and software.

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