

FOR IMMEDIATE RELEASE

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WERNER UNVEILS UPDATED IDENTITY

CUSTOMERS REMAIN THE FOCUS AS WERNER'S BRAND EVOLVES.

Appleton, WI (October 16, 2025) — Werner, a leader in electrical supplies and solutions throughout Wisconsin and the Upper Peninsula, announces the next step in its continuous improvement of placing customers firmly at the heart of its brand and business strategy. This milestone showcases a name change and an evolved brand that speaks directly to Werner's long-standing dedication of delivering expertise, innovation, and resources to its customers.

Werner, formerly Werner Electric Supply, and its brand evolution came to life following a deliberate process to better communicate with the people and businesses it serves. The company took stock of its internal capabilities, leveraged its rich legacy, assessed the market, and interviewed customers. The direct customer input shaped Werner's improved brand messaging and visuals: refining its communication to better showcase its consultative approach, depth of products, and innovative solutions beyond electrical supply.

"Our customers have been clear about their priorities, and their voices continue to guide every decision we make," said Brandon Day, VP of Sales and Marketing. "This updated name, visual brand, and enhanced communication showcase our ability to solve problems, anticipate needs, and deliver results that matter most to our customers."

This is not the first time Werner has listened and taken action. Customers have identified many needs, but their priority was the ability to rely on a partner that provides end-to-end solutions that allows them to better compete. By meeting their needs and building these internal capabilities over time, Werner has become more than a supplier; it is a partner that connects systems, strengthens operations, and supports growth.

Werner's decision to simplify its name by removing "Electric Supply" was a natural step that demonstrates the broader scope of services while honoring its strong legacy. The evolved brand will also feature its core markets, bold colors, impactful messaging, and real Werner team members to underscore its commitment to collaboration.

This stage of Werner's journey is not a single moment but part of an ongoing promise to keep its customers as the focal point. "One Werner. Your Werner." remains dedicated to listening, adapting, and continually improving how it serves customers—through expertise, innovation, and a deep commitment to partnership and community.