

For Immediate Release

TENAX CORPORATION LAUNCHES CORPORATE REBRANDING

Baltimore, MD, April 8, 2014 – Tenax Corporation, the leading manufacturer of specialty plastic netting, fencing, and containment systems is pleased to announce the formal presentation of its renewed Consumer Division brand identity and roll out of a new and redesigned website www.tenaxus.com at the National Hardware Show, in Las Vegas.

The refreshed branding builds on the history of the company in both style and colors, yet adds more contemporary elements to reflect the Consumer Division's core message of "Solutions All Around You"

The Tenax brand has long been associated with the use of contrasting blue and yellow. That combination continues in the new Consumer brand, but these colors have been enhanced to provide greater visual richness and vibrancy. A modern Tenax logo stands out boldly against this backdrop, emphasizing the company's pride in the quality of their products and reinforcing the name with consumers. New packaging will also have a simple icon marking system to inform customers at a glance about the characteristics and uses of each Tenax consumer product.

"Our new brand is designed to communicate the message that Tenax is about providing solutions," said Jessica Colciago, business director for the Consumer Division at Tenax Corporation "Our new website and brand identity were created to demonstrate Tenax's focus on offering unique products built on the company's lasting commitment to innovation, service, and unparalleled quality, to the benefit all of our customers".

The rebranding will later be extended to the other key business units of Industrial/Agricultural and Geotechnical where brands will utilize a blue and silver color scheme. These divisions worked extensively with industry partners to craft a platform centered on the global message of "Your Business Is Our Business".

"We want to demonstrate to our customers our commitment to providing tailored solutions to their markets." said Steve Petrides, president & CEO for Tenax Corporation. "Our new website is the centerpiece of this initiative- providing high-level technical information to professional industry partners, yet also creating an easy-to-navigate, informational website for our Consumer customers."

About Tenax Corporation

Tenax Corporation, a subsidiary of Tenax International, was established 1983 and is headquartered in Baltimore, MD. Tenax Corporation is an international leader in polymer processing technology for more than 25 years, and has two plants supporting customers throughout the Americas. Tenax Corporation manufactures and markets plastic nets, fencing, and containment systems for applications in Consumer, Industrial/Agricultural, and Geotechnical markets.

TENAX CORPORATION

4800 East Monument Street / Baltimore, MD 21205 USA / office 410-522-7000 / order line 800-356-8495 / fax 410-522-3190
www.tenaxus.com