

News

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Acrow Launches New Brand Identity to Showcase Global Reach and Commitment in Bridge Design and Engineering

(Parsippany, New Jersey) – 3 June 2013 – [Acrow Bridge](#), a leading international bridge engineering and supply company, today introduced its new brand identity at the 30th International Bridge Conference in Pittsburgh, PA, held June 2-6. This is the first major rebranding that the company has undertaken in its 62-year history.

The new corporate brand underscores Acrow's steady transformation over the years into a leading global bridge design and engineering firm. Since its establishment in 1951, Acrow has supplied tens of thousands of permanent, prefabricated, modular steel bridges to urban and rural locations all over the world to help customers develop a strong and sustainable transportation infrastructure that creates and expands access to educational, medical, social and economic opportunities.

“At Acrow, we build bridges and connect people,” said Bill Killeen, President and CEO of Acrow Bridge. “In this super-connected world, bridges remain a vital lifeline linking communities across the globe, from major metropolitan regions to remote countryside villages. Our new brand identity embraces this fundamental role and our pride in being able to make these connections, bringing people and their communities together in ways that allow each other to prosper.”

In addition to providing permanent and temporary bridging, Acrow also focuses on delivering emergency solutions for replacing bridges lost to natural catastrophes and man-made disasters. From the recent interstate highway bridge collapse in Washington State, the terrorist attack on the World Trade Center and civil war in Angola to the earthquake in Chile, hurricanes in the U.S. and tsunami in the Indian Ocean, people have relied and continue to rely on Acrow's hands-on experience, technical expertise and immediate response.

Acrow's new brand identity is now live on the Acrow website. The company's new capabilities brochure is also available for download by visiting www.acrow.com.

About Acrow Bridge

Acrow Bridge has been serving the transportation and construction industries for more than 60 years with a full line of modular steel bridging solutions for vehicle, rail, vessel, military and pedestrian use. For more information, please visit www.acrow.com.

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