

## **PLENCO Unveils New Brand Identity and Website Following 92 Years of American Manufacturing Leadership**

Sheboygan, Wis., April 02, 2026 – Plastics Engineering Company, PLENCO, an American manufacturer of high-performance thermoset resins and composites, today unveiled a new brand identity and corporate website, marking a strategic evolution aligned with its role in advancing modern industry.

For more than 90 years, PLENCO has engineered and manufactured thermoset technologies that enable continuity across critical infrastructure, industrial systems, and demanding environments where performance and reliability are essential. Its materials support electrical grids, transportation systems, industrial processing, and defense related applications that require consistency under pressure.

As domestic manufacturing investment accelerates and supply chains are reshored, industry requires material partners with deep technical capability and controlled production processes. This rebrand reflects PLENCO's continued commitment to manufacturing in the United States while serving customers across global markets.

The company's materials have continuously advanced. Its brand had not.

"This rebrand is not about a logo," said Adam Brotz, Vice President of Operations. "It is about alignment. It reflects who we are today, a materials company committed to innovation, operational excellence, and long-term partnership."

The new brand platform centers on the tagline Together Through Chemistry.

Chemistry represents PLENCO's expertise in formulation science, materials engineering, and polymer synthesis. Together reflects a collaborative approach, working alongside customers, suppliers, and employees to solve complex challenges and deliver reliable performance at scale.

PLENCO's updated brand statement reinforces this direction:

We create, engineer, and manufacture high-performance thermoset resins and composites that enable continuity across critical innovations and advanced industries.

As electrification expands and industrial systems grow more advanced, the materials behind them must perform without compromise. PLENCO continues to invest in technical development, strict quality standards, and controlled process systems to meet that responsibility.

The redesigned website strengthens how the company communicates its technical depth, manufacturing expertise, and application support across the industries it serves.

While the visual identity has evolved, the foundation remains unchanged.

For more than nine decades, PLENCO has built its reputation on engineering rigor, manufacturing strength, and consistent execution. This rebrand makes that foundation visible and positions the company for its next era of growth.

“The next 90 years will be defined by what we build together,” said Adam Brotz. “This is a renewed commitment to innovation, partnership, and to the industries that depend on materials that perform without compromise.”

The new PLENCO brand and website are now live at [www.plenco.com](http://www.plenco.com).

## **About PLENCO**

Plastics Engineering Company, PLENCO, is an American manufacturer of high-performance thermoset resins, molding compounds, and composite materials. Founded in 1934 and headquartered in Sheboygan, Wisconsin, PLENCO engineers and produces material technologies that support critical infrastructure, electrical systems, transportation, refractory and foundry applications, and demanding industrial environments.

With more than nine decades of manufacturing experience, PLENCO combines formulation science, controlled production processes, and strict quality standards to deliver consistent material performance. The company serves customers across North America and global markets with solutions designed to meet evolving technical and regulatory requirements.