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FOR IMMEDIATE RELEASE

Harper Announces New Brand Image and Website Launch

Buffalo, NY – Harper International, leader in the design of thermal processing solutions for advanced materials, today revealed its new brand including a fully remodeled logo and completely redesigned corporate website. This evolution of Harper's look reflects its position as a world-leading provider of innovative thermal processing technology and sets a firm, confident foundation for the future.

"Today's announcement demonstrates our full commitment as we expand our market presence, our sales and distribution channels, and our technology leadership," commented Wayne Robinson, CEO of Harper. "It is important for the look and feel of our brand to accurately mirror our company's essence as we embrace new challenges and drive to new and greater heights. This image reflects a strong and confident expression of our continuing growth to both our customers and competitors."

Thermal processing technology is advancing rapidly as new, cutting-edge material markets require more inventive and creative solutions. Harper's breadth and depth of knowledge, technology offerings, and talented people with unwavering commitment is at the heart of the new brand, as they seek to help customers successfully scale up and commercialize their material innovations.

"This new corporate identity is the product of research and analysis to develop a brand that reflects Harper's unique personality and culture," said Robinson. The corporate rebrand is multifaceted, including revamped mission, vision, and value statements, logo and tagline, color and imagery, website, collateral, and additional supporting materials.

The new website, at the existing www.HarperIntl.com address, sets the tone for the new look, offering a comprehensive review of Harper's technology portfolio, capabilities and markets served. The new website is available in English, French, Spanish, German, Chinese, Korean and 3 other languages.

About Harper International

Harper International is a global leader in complete thermal processing solutions, as well as technical services essential for the production of advanced materials. From concept to commercialization, from research scale to full production line operations, Harper is perpetually on the cutting edge. Since our founding in 1924, we have pioneered some of the world's most innovative, customized systems, with a focus on processing materials at high temperature and in non-ambient atmospheres. For additional information about Harper, please visit www.HarperIntl.com or email us at info@HarperIntl.com.

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