



Engineered for success™

Smart Products Launches New Brand Identity

New Website, logo, and tagline communicate "precision performance"

Morgan Hill, CA – August 15, 2007 – In response to market demand, Smart Products, Inc. (<http://www.smartproducts.com>), recently launched a new Website with improved functionality, a redesigned logo, and a new tag line, "Engineered for Success™." The new branding initiative was developed to showcase the company's precision performance low pressure, low flow plastic check valves and pumps.

"The new identity better reflects the energy and capabilities of the company," said Mark Jernigan, Smart Products CEO, "while maintaining the continuity of the brand, which was established in the early 1980s. We've invested in engineering products that offer customers a wide range of choices which enable them to, in effect, design a custom solution using our standard components but without the high cost associated with custom designed products. The new brand identity helps us better communicate that Smart Products is not a company simply manufacturing commodity valves. Instead, Smart Products delivers breakthrough, patented products at a level that is unique in our industry."

The new look and feel of the company's marketing materials also includes new messaging, which better communicates Smart Products mission of serving a low pressure, low flow niche in OEM industries, including medical diagnostic and treatment, gas analysis, filtration, beverage dispensing, and printing – a message that was not effectively communicated with the company's previous Website and collateral materials.

Smart Products enlisted the services of Design One, a branding and communications agency located in San Francisco, California. "Smart Products recognizes the power of a well-integrated identity system and its positive effect to continually promote the right image, the right message, and the right values to its audiences," says Jacqueline Ghosin, partner at Design One. "We're very pleased to have partnered with them on their new branding initiative."

For additional information, visit the Smart Products Website at www.smartproducts.com or call 800-338-0404.



For More Information

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About Smart Products, Inc.

Founded in 1984, Smart Products, Inc., located in Morgan Hill, California, designs and manufactures an extensive family of check valves, pumps, and related components for a wide range of applications including medical diagnostic and treatment, gas analysis, filtration, beverage dispensing, and many others.

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