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PMP Pest Management PROFESSIONAL

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New brand identity, expanded footprint for Target Specialty Products

This spring, Target Specialty Products debuted its comprehensive rebranding effort, complete with a refreshed logo and upgraded website. The reimagined look reflects the integration of Residex into the Target Specialty Products brand, further establishing its position as a principal distributor of pest management solutions and supplies across a growing network — with 41 branch locations in the United States and Canada.

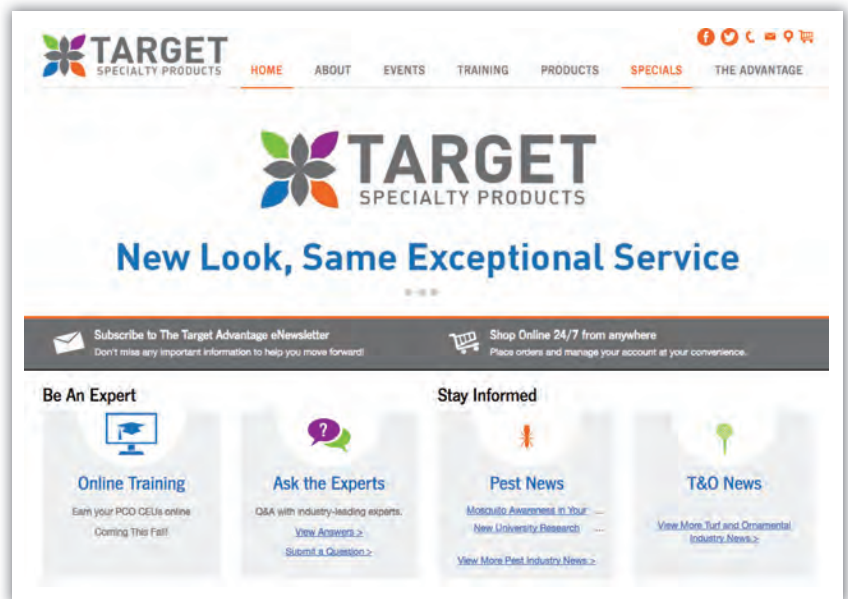
Target Specialty Products' 2016 acquisition of Residex, the largest privately owned specialty

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Todd Ferguson
Head of Target Specialty Products



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chemical distribution business in the United States, increased the distribution company's footprint to the Midwest, Southeast and Northeast and positions the expanded company as an undeniable leader in the marketplace. The merger presented the opportunity to blend the characteristics of Residex and Target Specialty Products' respective logos in order to create a unified look and feel for the newly established identity. The renovated website unites the two brands, enhances e-commerce offerings and creates national access to provide increased convenience for suppliers and consumers.

“Through this cohesive integration, Target Specialty

Products has reimagined our overall brand aesthetic and online offering to provide the most modern and efficient user experience,” says Todd Ferguson, head of Target Specialty Products. “Our hope is that our upgraded online presence will deliver improved engagement, enriched content, and enhanced functionality to our audiences.”

The continued rollout of Target Specialty Products' rebrand will include updated building signage, uniforms, vehicles and company literature to align with the new design. Come visit the Target booth at PestWorld to learn about upcoming product specials, training in new products and regulatory issues, and more.