

## GOWANDA ELECTRONICS UNVEILS NEW BRAND IDENTITY WITH NEW LOGO AND WEBSITE

(Gowanda, NY, USA) - [Gowanda Electronics](#), a designer and manufacturer high-performance inductors and magnetic components for demanding RF and power applications, is pleased to announce the launch of its new brand identity with a redesigned logo and new website. The rebrand solidifies the company's leadership position in engineered components for the global electronics marketplace.

"The prior Gowanda Electronics logo had been utilized since the company's creation in the 1960's," said Claude Badawy, President of Gowanda Electronics. "Our new logo and redesigned website better reflect Gowanda's reputation for high-performance solutions and the bright future we see for ourselves and our customers in the years ahead."



The new Gowanda logo has a look and feel that aligns with the company's premier supplier status which is rooted in nearly six decades of inductor design and production expertise combined with close working relationships with its customers. A bold new typeface and vibrant new colors affirm both the established history and the exciting future of the company.

The rebranded website offers an advanced parametric search tool, easy-to-navigate pages and a structured layout for a simplified user experience. Those features combined with extensive technical content will assist electronic design engineers to quickly find important information about Gowanda's products in support of their projects. A new corporate video offers an inside-look at the company's facilities.

The new website also incorporates content from Butler Winding, Communication Coil and Rem-tronics, which are companies acquired by Gowanda in recent years. Gowanda's new website offers information for all of these companies in a streamlined format at one website, rather than offering content at four different websites. Customers can continue to order company-specific products using any of the four company names.

Gowanda's new logo will be incorporated on company letterhead, business cards, product literature, brochures, trade show signage, product packaging, invoices, press releases, ads and other materials in the upcoming months. Please check out our rebranded website at [www.Gowanda.com](http://www.Gowanda.com). For assistance please call +1-716-532-2234 or email [sales@gowanda.com](mailto:sales@gowanda.com).

*Gowanda Electronics designs, manufactures and supplies precision electronic components for RF, microwave and power applications. Components include standard off-the-shelf and custom-designed inductors, chokes, coils, conicals, solenoids, toroids, transformers and magnetic devices in surface mount and thru-hole configurations that are used in a wide variety of electronic applications. Gowanda's products are used primarily by OEM companies and other entities interested in high performance electronic component solutions for the equipment and devices they manufacture. Applications include use in industrial automation & control equipment, communication, instrumentation, medical & diagnostic equipment/devices and test & measurement equipment. Such products are used in a broad range of industries including aviation/aerospace, data processing, defense, education, health care, process & assembly industries, security, space and telecommunications. Gowanda's customers include Fortune 500 companies and other significant players in these global markets. The company is certified to AS9100, ISO 9001 and ISO 13485 quality management standards, offers RoHS compliant products as well as lead-containing components for QPL military/defense and other demanding requirements, and provides non-magnetic inductors for magnetic-sensitive applications. Gowanda merged with iNRCORE (a Jordan Company) in late 2020. For more information visit [www.Gowanda.com](http://www.Gowanda.com) and [www.iNRCORE.com](http://www.iNRCORE.com).*

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