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DVUV Unveils New Logo and Branding Strategy



CLEVELAND, Ohio – May 28, 2014 – After 9 years, DVUV unveils a new and updated logo for its UV-cured powder coating for wood business. The new logo enforces DVUV’s identity and further strengthens its brand strategy in the wood powder coating market.

The new logo has a more modern and sleek design incorporates the company’s signature “PEEP” sample shape in the logo with new colors and the tag line “Wood Powder Coating.”

“We really wanted to include the shape of our samples in the new logo since we have found many people recognize and remember DVUV by our signature ‘PEEP’ shaped sample,” states Rebecca Rutherford, Marketing Manager at DVUV. “It was also important for us to include the words “Wood Powder Coating” so there is no question about the what we do, finish MDF wood with UV-cured powder coatings.”

The new logo colors, blue and purple symbolize the UV, or Ultraviolet curing used in DVUV’s wood powder coating process. Rutherford mentions, “If you ever visit our plant the purple and blue glow from the UV light is something you certainly cannot miss and is a characteristic that makes our curing process unique.”

UV-cured powder coating is an extremely efficient process, only 20 minutes from raw MDF to finished component. UV curing is instantaneous, resulting in a durable and lasting finish for any environment.

You can learn more about DVUV on its new and updated website www.dvuv.com.

About DVUV Holdings, LLC

DVUV Holdings is a diversified, vertically integrated limited-liability company that supplies powder coatings, systems and manufactured product solutions used in the industrial market to finish wood and other heat sensitive materials cured with ultraviolet (UV) light. The solvent-free process is environmentally friendly and produces finished components that are exceptionally durable.

DVUV Holdings is comprised of three operating companies. Keyland Polymer, Ltd. is a chemical company that develops formulates manufactures and sells UV-cured powder coatings. DVUV manufactures and finishes components for the retail, healthcare education, office furniture industries and other commercial products with UV-cured powder coatings supplied by Keyland Polymer. DVUV Systems designs, engineers, sells, installs and supports UV-cured powder coating application systems.