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**Lake Region Medical Unveils Name Change, New Brand Identity and Website Redesign**

CHASKA, MN – Lake Region Medical, a contract and OEM manufacturer of medical devices and components, unveiled a name change from Lake Region Manufacturing to Lake Region Medical in celebration of its 60<sup>th</sup> year in business and nearly 50 years of excellence in the medical device industry. In conjunction with the name change, Lake Region Medical has launched a new brand identity and website.

The new branding system conveys energy and excellence, while unifying the look and feel across Lake Region Medical corporate communications. The system includes a new name (Lake Region Medical) and new logo.

“Lake Region Medical is a world-leader in the medical device industry, the rebrand reflects our position within the market,” said Tom Kleist, Vice President of Sales and Marketing. “The new brand enables Lake Region Medical to better communicate its corporate message, strengthen its connection with its audience, and further its leadership position in the marketplace.”

Central to the new brand identity is a new logo introducing an iconic element of a line-drawn heart forming an abstracted fish within. The abstracted fish alludes to Lake Region Medical’s start as a fishing tackle manufacturer. The line art implies guidewires, Lake Region Medical’s most known product offering. Finally, the heart signifies Lake Region Medical’s leadership in vascular access and delivery solutions. The powerful symbol honors Lake Region Medical’s heritage, while signaling the direction of the corporation.

Critical to Lake Region Medical’s rebranding efforts is a complete redesign of its website, [www.lakeregionmedical.com](http://www.lakeregionmedical.com). The entirely new layout provides easy-to-use navigation, updated product information, and information request features.

**About Lake Region Medical**

Over the past 50 years, Lake Region Medical has grown to become the world’s largest OEM and contract manufacturer of wire formed medical devices and components specializing in minimally invasive devices for cardio, endo and neurovascular applications. This focus is supported by a comprehensive range of 510(k) registered OEM delivery and access products along with several coating and material enhancement options.

From concept development prototyping to scale-up manufacturing and dock-to-stock supply chain management, Lake Region Medical provides a wide range of outsourcing solutions. Customers rely on Lake Region Medical’s industry knowledge, technical expertise, product and process development, project management, superior quality and full regulatory support for their OEM or custom medical device requirements.

Additional information about Lake Region Medical is available at [www.lakeregionmedical.com](http://www.lakeregionmedical.com).