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Alkon Corporation gets fitted for a brand makeover

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Alkon Corporation has introduced its new brand image and a new tagline, “Keeping the world moving and working,” to support its renewed corporate philosophy as a relationship-based company.

In recent months, Alkon has been busy rolling out new branding with an updated logo and enhanced website, and produced a new product catalog.

The contemporary branding model features a fresh color scheme, modernized logo, clean images and the new tagline reflecting their mission in every application.

“Investing in our brand signals a renewed commitment to the most important elements of our business: our relationships, staying true to our founding beliefs and innovation as a company that contributes to entrepreneurial spirit in all we do,” says Mark Winter, president of Alkon Corporation. “Alkon is committed to relationships with our customers, vendor partners, employees and the community.”

The website has been enhanced with simple, logical site navigation, fresh colors and crisp photos, and visitors will easily find the company’s complete line of fittings, valves and flow controls.

Also included are comprehensive product features, company history and pertinent contact information.

The entire site reflects Alkon’s tried and true corporate philosophy where business is about relationships and a commitment to quality. Visit the new site at www.alkoncorp.com.

Alkon’s comprehensive 56-page catalog features hundreds of fittings, valves, flow controls, tubing and accessories. High-quality schematics and color photographs along with complete part specifications and configurations are displayed in a well-organized, easy to find manner.

The catalog also includes guidelines for usage, information about made-to-order parts, accessories, repair kits and fitting cartridges.



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