



Serving the Petroleum and Natural Gas Industry

May 26, 2011

For more than 50 years, Welker has taken pride in meeting nearly any request a customer can throw our way. No matter how big the challenge – and there have been some big challenges – we have been up to the task.

From complex sampling systems to slight variations of standard products, we have consistently custom-designed equipment that has met or exceeded our customers' expectations.

That principle, putting the customer first, inspired the design and launch of a brand new Welker logo, one that stresses the importance of the customization that has been our forte since our inception. The new logo is a variation of the current Welker logo, which will remain unchanged.

The logo was the result of a contest open to all Welker employees. More than 50 entries were received, with judging done by the company's senior leadership. In the end, a submission by Mechanical Drafter Mary Cisneros proved to be the winning concept.

With the assistance of Information Systems Manager Mike Slamen, Senior Recruiter Don Harkness and Graphic Designer Diane Otis, the logo was tweaked and finalized. It was unveiled in a ceremony at Welker on May 26.

The logo represents our continued efforts to tailor any products in our extensive line to meet any of our customers' needs. Or to be inspired to produce something we've never done before.

The traditional Welker blue color remains. The top and bottom lines from the familiar Welker logo join together to form a C, representing the customer. The bold red Plus before Welker speaks to the successful combination of the customer and Welker, as well as the fact that our commitment to customization brings an added value to the customer. The versatile design of the logo will also allow for variations of it in the future.

The logo will appear more regularly on the Welker website, literature, press releases and custom equipment we ship to customers.

For any questions on the new Welker logo, contact Tom Fay at 281 207-1854 or tfay@welkereng.com.

