



**FOR IMMEDIATE RELEASE**

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**PORT BLAKELY LAUNCHES NEW BRAND TO REFLECT  
UNIFIED VISION FOR THE FUTURE**

Seattle – Port Blakely unveiled its new brand today by introducing an updated name and look that builds on its rich history and future-first vision as a family-owned renewable forest products company.

“Our company is built on the belief that what we do every day will help create a better tomorrow,” said René Ancinas, CEO of Port Blakely. “We take great pride in the fact that our company and our divisions, and the relationships we have with our customers, are as strong as ever. This is the foundation for our success as we grow across the company.”

The goal for the brand refresh was to reflect the soul of Port Blakely, which is known widely for its environmental stewardship and corporate citizenship, long-term view and the high standards it sets for itself within its industries and communities.

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“Port Blakely’s new logo symbolizes our forward-thinking focus, and a new color palette using natural tones and vibrant colors to celebrate our commitment to the ecosystems of land, water and air, as well as to each other, our customers and communities,” Ancinas added.

As part of the refreshed brand, the company renamed its three divisions to one name – Port Blakely – to convey its unified vision and also changed the names of its three operating divisions to US Forestry, NZ Forestry and PLS International.

Port Blakely collaborated with Seattle-based Hornall Anderson, a global branding and design firm. A dedicated team specializing in strategy and design spent 12 months in partnership with Port Blakely to develop the brand strategy and expression for an early 2017 rollout to internal and external stakeholders. An updated website and marketing materials were unveiled this week.

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“This is a significant milestone for our company,” Ancinas added. “We’ve taken a strategic and thoughtful approach to rejuvenating our brand. Everyone who knows us will see it evolve in our communications and operations throughout the new year.”

**About Port Blakely:**

Port Blakely grows and markets renewable forest products around the globe. Guided by the principle that tomorrow comes first, we take great care in advancing the ideals and best practices of good corporate and environmental stewardship. We are devoted to our employees, customers and the communities where we live and work, and are determined to do our part to help them prosper and thrive. Through our work, we hope to inspire the next generation, so they will inspire the one after that. For five generations, the future-first vision of our family owners has kept our sights squarely on the horizon, on making sure that the decisions we make today have a lasting, positive impact on tomorrow.

Port Blakely operates three divisions: US Forestry, NZ Forestry, and PLS International. Every day, each puts tomorrow first. [www.portblakely.com](http://www.portblakely.com)