



# PressRelease

FOR IMMEDIATE RELEASE

## **Ransom & Randolph Announces Rebrand for the Future, Building on 152 Years of Innovation**

Maumee, OH – March 12, 2025

Ransom & Randolph (R&R), a global leader in investment casting, is excited to unveil its refreshed brand identity, marking the next phase of its 152-year legacy of innovation. Since its founding, R&R has adapted to meet the evolving needs of its customers and embracing new opportunities for growth. Today, the company is proud to introduce a modern look that reflects its forward-thinking vision while honoring its history.

Over the years, Ransom & Randolph has introduced groundbreaking products for investment casting applications and dental labs, including the first fiber-based binder system (DELUXCOTE), the first ready-to-use slurry (SUSPENDASLURRY®), the first reduced respirable dust jewelry investments (BANDUST® technology), and the first fiber-based dental stone (FIBERSTONE®). To better serve its growing customer base R&R expanded its global presence with a European office in Rötha, Germany, supporting customers across Europe and the United Kingdom. In 2024, R&R increased production capacity by more than 50%.

“This rebrand is more than a visual identity –it’s a celebration of how Ransom & Randolph has evolved to meet the needs of customers across diverse industries and where we’re headed in the future,” said Daniel Nixon, president of Ransom & Randolph.

The rebranding effort was informed by extensive interviews with customers and employees, which provided valuable insights into how R&R is perceived both inside and outside the organization. These insights shaped a modern visual identity that aligns with R&R’s mission – to be the partner of choice in the investment casting industry worldwide, known for innovation, quality and expert support. This rebrand represents not only how far R&R has come, but also the company’s ongoing commitment to empowering its customers through cutting-edge solutions and trusted expertise.

At the heart of the new brand is an updated logo, featuring closely connected characters and a refined ampersand – a signature element of the R&R brand for over a century. This design reflects the importance of strong relationships with customers, partners, and employees, which have been central to R&R’s success.

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### **About Ransom & Randolph**

Founded in 1872, Ransom & Randolph (R&R) has been at the forefront of advancing the global investment casting industry. With a legacy of innovation, extensive process knowledge, and exceptional technical expertise, R&R provides foundries, dental labs, and jewelers with cutting-edge solutions. By combining revolutionary product developments with experienced staff, manufacturing capabilities, and global warehousing facilities, R&R continues to empower customers to lead in their industries.

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The rollout of the new brand identity will be implemented thoughtfully in phases, with some products shifting to the new branding beginning in Q1 2025. “We’re taking a strategic approach to ensure a smooth transition for our customers and partners,” Nixon added. “This is an exciting step forward and we’re committed to maintaining the same level of trust and innovation our customers have come to expect.”

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