



For Immediate Release

Winco Launches Attractive New Corporate Branding

Winco Mfg., LLC, a trusted name in medical furnishings for over 70 years, has continually refined its products and services to align with the needs of the healthcare market. Now, it is evolving the corporate identity and branding to better reflect this dedication to its renewed design focus. The company designs, engineers and manufactures Winco Medical Furnishings and TransMotion by Winco branded Stretcher-Chair devices which are sold through prominent distribution channels in the USA and abroad.

Tom Lorick, President of Winco stated “We are excited to launch this new branding strategy that promotes our newest design direction, commitment to our heritage and the integration of our two renowned brands under one fresh new visual identity”. The new branding is designed to harmonize and accentuate the Winco Medical Furnishings and TransMotion by Winco brands under the Winco Manufacturing Mfg., LLC corporate moniker. “We believe the new marks provide a consistent look to the corporate and individual brands and cleverly reflect the relationship between patient, caregiver and our equipment.”

This approach streamlines Winco branding to assist their suppliers and customers in associating the Winco Medical Furnishings and TransMotion by Winco brands clearly while highlighting the unique solutions these products provide in different areas of patient care. “We are embracing a long legacy of Medical furnishing development expertise while evolving our culture and our brand for the future” says Maria Burk, Product Marketing Manager. Recently achieving ISO 13485:2016 certification, advancing quality standards, providing industry leading delivery times, and now clarifying their communications strategy are all part of Winco’s goal to raise the bar in meeting the ever-increasing needs of the overall healthcare market. “What isn’t changing is Winco’s corporate mantra and mission of Enhancing the Patient and Caregiver Experience”, Burk added.

The new **Winco Medical Furnishings** Brand is built upon Winco’s well known wide range of patient handling solutions that contribute to facility efficiency as much as they do patient, nurse and technician comfort. “In the capital equipment market, step-down recovery chairs, treatment recliners and same day surgery products play a key role in patient well-being in almost any facility”, says Maria Burk, Product Marketing Manager, “Similarly, and for hospital care, the recliner plays a valuable role in quicker healing and in-patient satisfaction”.

The company acquired TransMotion Medical in 2015 and with it, a leading market position in the medical-surgical segment. The new brand, **Transmotion by Winco**, “TMM Series” are unique power positioning chairs that convert into a stretcher and operate as a surgical platform for various outpatient procedures and departments including eye surgery, video fluoroscopy and as a general purpose Universal Care Platform™. According to Mark Lazzeri, TransMotion by Winco Product Manager, “this ultimate patient handling device stores in the footprint of a chair to save space. The TransMotion line can replace up to five devices in the typical ASC, significantly reducing the need for patient transfers and helping to eliminate staff stress and strain, in addition to decreasing the number of surfaces to clean.” This One patient, One Surface from Admission to Discharge® approach has proven major cost savings for surgery centers and a higher quality surgical experience for staff.

See the new look and feel of Winco Mfg., LLC at www.wincomfg.com.

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