



Press Release:

TENAQUIP Enters a New Chapter with a Renewed Brand Identity and Mission for the Future

TENAQUIP is entering a new chapter with a renewed brand identity, defining its mission and vision to reflect where the company is headed.

“This evolution reflects how far we’ve come and the kind of partner we continue to be,” said Braden Green, chief operating officer of TENAQUIP. “It honours our roots while capturing the energy and optimism that shape our future.”

TENAQUIP’s mission is to do more to make a difference by simplifying day-to-day operations and equipping businesses with the tools to reach the next level. Guided by a vision of being a force for good, TENAQUIP measures its success by the success of its customers, bringing a solution-driven mindset to every challenge.

Supported by a refreshed visual direction, the evolved brand brings these values to life and reflects TENAQUIP’s belief that the right partner makes all the difference — **Together, we equip success.**

About TENAQUIP

TENAQUIP is a 100% Canadian owned-and-operated distributor of industrial and occupational health and safety products. With a strong focus on solutions, service, and long-term partnerships, TENAQUIP helps organizations operate confidently. Visit www.tenaquip.com to see what TENAQUIP can do for you.

