



Rebranding Frequently Asked Questions

- Why are you rebranding?
 - The rebranding of JGB Enterprises comes at a time of growth for the company. When JGB Enterprises acquired HosePower Canada this past year, it was a natural evolution to unify our growing team under one name to better demonstrate our consolidated North American presence. By merging under one strengthened banner, we are better able to offer consistency in all aspects of our business.
- What is involved in the rebranding besides the name change?
 - We will also have a new logo, website, email addresses, and most importantly, new swag!
- What are the benefits of rebranding?
 - With our rebranding comes an expanded product catalog and a growing wealth of knowledge. This helps keep our partners moving forward by deploying industry expertise with a sense of urgency and a fanatical focus on the customer experience.
- Where did the new name come from?
 - The Echelon name describes exceptional industry standards as well as a military formation, integrating our commercial and government business divisions. The leaning "E" in our logo ties in all aspects of our business, including our dedication to our LeanForward initiative, lean efficiency, and it's a representation of the military echelon formation.
- How did you choose the new brand colors?
 - We chose to pay tribute to our past by combining our previous brand colors, JGB Enterprises blue and HosePower Canada red.
- What should I expect in the coming months?
 - We will continue to update our documents and files over the next few months. Our current customers should notify the appropriate channels to update their records. We will be shifting to new email addresses and a new website.
- What is your new website?
 - Our website is going to be changing in the coming months.
- Will you have new email addresses?

- All emails sent to our old domains, @jgbhose.com and @jgbdefense.com, will roll over to our new domains, @echelonsupply.com and @echelonsupply.us.
- Are you the same people?
 - Yes, all the contacts you have come to know and trust will still be at your service.
- Are you in the same place?
 - Yes, but we're growing with our new Canadian presence. Along with our United States locations, we now operate out of six new locations: Whitby, Ontario; Mississauga, Ontario; Laval, Quebec; Edmonton, Alberta; Calgary, Alberta; Red Deer, Alberta.
- Are any of your products changing?
 - We will begin expanding our product catalog and rebranding products in the coming months. There will be more information to come.
- Who do I contact with additional questions?
 - Feel free to info@echelonsupply.com with any additional questions you may have.