



FOR IMMEDIATE RELEASE

MWS LAUNCHES NEW BRAND IDENTITY

*MWS Equipment evolves globally as
profile and market grow*

Coalisland, NI – January 12, 2021 -- Due to a dynamic expansion and the re-alignment of McCloskey International’s washing division, the business is pleased to announce a new brand identity that will support the evolution of this business unit and re-emphasize our commitment to the wet processing sector. The business will move forward under the new brand of MWS Equipment.

The professional profile of the washing division has grown and evolved over the last 5 years, and the new brand and alignment reflects a commitment to the future and to customers who seek leading edge products and services to grow their business.

In order to position the brand for long term success within its market, MWS Equipment will operate as an independent business unit of Metso Outotec, extending the brand’s reach in delivering world class products and service globally.

The strategy is driven by partnership with organisations around the world at a regional level that are best suited to deliver tailored solutions and ongoing service to our customers.

The new design and colour scheme reflects the brand's maturation and evolution as an industry leader for not only its product offerings but also the impressive network it has built over the past few years.

Ben Frettsome, Product Line Manager, MWS Equipment, said: “I’m delighted with how our business has progressed in recent years. We have repositioned our route to market along with increasing our design and manufacturing capabilities. With the strength and depth in our leadership team, we are now aligning our brand to allow for the next chapter of our development and growth.”

Fundamental to maintaining the reputation and trust the company has built within the industry, MWS Equipment’s strategy is to partner with companies that have the expertise and specialized capabilities in application, installation and aftermarket

support of wet processing equipment in order to deliver not just a product but a long term solution to the customer.



This continues to be driven by the design and engineering of smarter washing solutions that help customers build profitable and sustainable organisations.

Toni Laaksonen, Senior Vice President, McCloskey International, said, "The new brand identity is an exciting milestone. We continue to invest in our business through delivering industry leading products and adding maximum value to our customer experience."

Ben Frettsome added: "We are delighted to announce our new identity. The rebranding of MWS has been in development for some time and will now allow for the business to partner with the best suited organisations across the world.

"Looking ahead to 2021, we are very optimistic about the future of MWS Equipment and the strong position we are in going into 2021. We have an exciting list of product introductions and strong partnership announcements coming over the next few months."

-30-

Images and Video can be downloaded at the link below.

[#SMARTER THAN EVER BEFORE – MWS RE-LAUNCH](#)

For more information please visit:

www.mwswashing.com

or contact

marketing@mwswashing.com

MWS Equipment is a new brand identity that will support the evolution of its washing capabilities. MWS Equipment designs and manufactures a full range of modular, mobile and static washing equipment for the aggregates, waste & recycling, mining and construction & demolition sectors.

The professional profile of the washing division has grown and evolved over the last 5 years, and the new brand and alignment reflects a commitment to the future and customers who seek leading edge products and services to grow their business.

Since 2019, MWS Equipment is a part of Metso Outotec, a world-leading industrial company offering equipment and services in the mining, aggregates, recycling, and process industries.