



## **Premier Pump + Power Relaunches Brand to align with Future Vision & Enduring Reliability**

**Vancouver, WA — October 20, 2025** — Premier Pump + Power, a trusted leader in custom-built pump packages for over 25 years, proudly announces the official relaunch of its brand, guided by the new tagline: “Same Trusted Performance. Evolving with Purpose.” This strategic refresh marks a pivotal moment for Premier, reinforcing its commitment to rugged reliability, smart engineering, and customer-focused innovation. The updated brand identity reflects the company’s evolution while honoring its legacy of dependable performance across demanding industries.

“Our customers work in tough environments — and they need equipment that’s just as tough,” said Bill Scholtes, CEO. “This relaunch is about delivering pumping solutions that are built to last, engineered with purpose, and ready for anything.” Premier’s pump packages are designed for durability, ease of maintenance, and minimal downtime. They serve critical sectors including oil & gas, construction, municipalities, mining, rental, and disaster relief. With facilities in Vancouver, WA and Spring, TX, Premier ensures rapid delivery and responsive service nationwide.

### **Aligning with the Future — Without Compromising Reliability**

The refreshed brand identity — including an updated logo and visual system — reflects Premier’s forward-thinking approach while staying true to its roots. Modern design elements signal innovation and adaptability, while bold typography and a strong color palette reinforce the company’s reputation for strength and dependability.

The new tagline, “Same Trusted Performance. Evolving with Purpose,” bridges Premier’s legacy and its future. It reassures long-standing customers of the company’s unwavering reliability, while highlighting its commitment to smart engineering, sustainable growth, and industry responsiveness.

By emphasizing durability, minimal downtime, and customer-centric design, Premier continues to meet the evolving needs of industries that demand both rugged dependability and technological advancement.

The new brand will debut at the Permian Basin International Oil Show (PBIOS) in Odessa, TX, October 21–23. Attendees are invited to visit Premier’s booth OS507 for an exclusive first look at the refreshed identity and product innovations.

**Headquarters**  
7600 NE 47th Ave,  
Vancouver, WA 98661

  
(360) 574-4519  
[sales@premier-pump.net](mailto:sales@premier-pump.net)

**Spring, TX Location**  
6120 Louetta Rd,  
Spring, TX 77379