



FOSTER CORPORATION ANNOUNCES NEW BRAND IDENTITY FOR THEIR DISTRIBUTION BUSINESS

Foster's Distribution business is now known as "Foster Supply Chain Solutions."

PUTNAM, CT USA - **(February 2, 2023)** - Foster Corporation, a leader in material solutions for the "critical application" healthcare market segment since 1989 has taken some major strides recently to position their healthcare focused distribution business for strong growth into the future. Key moves include a rebranding of their distribution business that includes a new name, logo, website and new partners that will meet the needs of Foster's healthcare customer base.

Foster Distribution is now known as *Foster Supply Chain Solutions*. "The reason for the rebrand is that the "Foster Distribution" brand sounded too generic and transactional. We wanted a new brand that would communicate our focus on new business development, our polymer solutions, and our other products and services that our customers are interested in and will bring them value," said Larry Johnson, President Foster Supply Chain Solutions. "The new name, Foster Supply Chain Solutions fits the bill. In conjunction with the rebrand we have launched a new logo and are also in the process of launching a new website that will be in place in February. The new website has been designed with ease of finding information that customers are looking for quickly."

In 2022, Foster Supply Chain Solutions put a major focus on finding new partners that fit their healthcare focus and were successful in bringing in seven new partners who were/are interested in selling their products/services into the healthcare market or want to strengthen their sales in the healthcare market. Product-wise, these new partners bring polymers, additives, implantable technologies, membranes, and services to Foster's Supply Chain Solutions healthcare focused product line.

According to Johnson, "Foster Corporation and Foster Supply Chain Solutions are interested in presenting products that will solve our customer's problems and add value to



their business. In addition, in a complicated medical market segment, we want to be as easy to do business with as possible and un-complicate our customers experience in finding the solutions they need”.

For more information on Foster Supply Chain Solutions, please visit : www.fosterscs.com

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About Foster Corporation

For thirty years Foster Corporation has been serving medical device and pharmaceutical manufacturers with industry leading technology and service in field of biomedical materials. These include custom medical compounds, implantable materials, drug/polymer blends and polymer/additive distribution. Foster operates within ISO 13485:2016 certified facilities and offers comprehensive support from formulation development through production.

Foster Corporation

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