



**LIONHEART**  
CRITICAL POWER SPECIALISTS

For Immediate Release:

## ***Huntley Service Company Launches New Branding to Match Its' Digital Tools and Growth Plans***

July 10, 2017

**Huntley, IL** – A local service company, LionHeart Critical Power Specialists, launched a new brand identity on July 10<sup>th</sup>, which included a new website, and digital tools. LionHeart leadership expects new branding to allow the company to better communicate their advanced technical abilities and customer service innovations with their clients.

LionHeart, has been in the business of servicing critical power equipment, for commercial clients since 1999. The company has grown to 23 full-time technicians, and a full support staff, to service their over 1,000 clients.

“We will continue to take any step necessary to be the best organization in the industry - from embracing new technologies, to providing customers with a brand that stands out, we’ll do anything it takes to stay ahead of our competitors, said Jack Sobol, LionHeart’s Project Solutions Manager.

As an organization within a traditional industry, LionHeart has garnered attention for its recent implementations of cloud based service software, and overall growth. They reported that investing in company-wide updates has been a part of expanding their client base, and possible plans to expand into new territories.

Monty Hagberg, LionHeart’s Client Relations Manager spoke about the brand identity as a finishing touch on an already very strong brand; “Our clients have always been loyal, regardless of our mismatched colors and logos throughout the years. It’s our reliable service that keeps our clients happy, but investing in a brand identity that can visually match who we are, and can get our employees and clients even more excited about our brand, is an awesome asset.”

### **About LionHeart Critical Power**

LionHeart Critical Power (formerly LionHeart Engineering) was based in Woodstock, IL. For 15 years, before moving to its’ current Headquarters building in Huntley’s industrial park, in 2013.

LionHeart services critical power equipment, including industrial generators, transfer switches, and fire pump engines, for commercial clients. Most of LionHeart’s client base is made up of hospitals, data centers, and high-rise condo buildings. As an independent service provider, LionHeart is known in the industry for its technical capabilities and commitment to the niche industry of critical power service.

For more information, please visit <http://www.powerassured.com>

### **Contact**

To learn more about this brand identity launch, please contact:

Jaid Ritter

Phone: 815.790.4632

[Jaid.ritter@LHCPS.com](mailto:Jaid.ritter@LHCPS.com)

LionHeart Critical Power Specialists