

HarbisonWalker International introduces a new brand identity reflecting its refractories leadership and global stature as a member of Caldersys Group

Pittsburgh, PA – June 1, 2023 – HarbisonWalker International (HWI), which announced in February 2023 that it would combine with Caldersys, has unveiled a new brand identity. The new look reflects HWI as a member of Caldersys, the global refractories company's brand in the Americas.

"The new visual identity of HWI, as a member of Caldersys, is a significant step on our journey to form a unified business that incorporates the best of both brands to create a global high-growth leader. We have undertaken this exercise with thoughtful intention to preserve the legacy of the HWI brand in the Americas while reflecting the global stature of the Caldersys brand," said Michel Cornelissen, President and CEO of Caldersys Group.

For more than 150 years, HWI has built a legacy of refractories leadership in North America. The brand emerged as HarbisonWalker International in 2014 when three leading US-based companies joined forces, becoming known as HWI. During these years, the Caldersys brand was built as Imerys SA's High Temperature Solutions global business across Europe, Asia, and Africa.

Both businesses were purchased by Platinum Equity, which announced in February 2023 that it would combine Caldersys and HWI to create one of the world's largest and most comprehensive refractories producers with more product and service options and further investments in technology and customer care.

Elements of the HWI brand combine the visual identities of both companies, with HWI maintaining its well-known acronym and font while adopting the symbolism of the Caldersys brand: hands joining together, flames, the caldera of a volcano, and the containing of heat.

Adopting the vibrant orange and black for both logos references the high temperatures in which refractories operate. Assuming the same color scheme strengthens the unity of HWI and Caldersys and avoids diluting the brands.

"The new HWI brand reinforces how we unite in many ways beyond products and customers. Our cultures put safety and customers first. We value people while providing quality and innovative products and solutions to our broad customer base, and we embed sustainability in everything we do. We are all aligned on these common priorities as one company," added Cornelissen.

About Calderys

Calderys is a leading global provider for industries operating in high-temperature conditions. The Group specializes in thermal protection for industrial equipment with a wide range of refractory products and advanced solutions to enhance steel casting, metallurgical fluxes, and molding processes. With a presence in more than 30 countries and a strong footprint in the Americas through the brand HWI (HarbisonWalker International), Calderys' international network of experts ensures an end-to-end offer with tailored services. Drawing on over 150 years of experience, Calderys supports its customers in their energy transition needs. Headquartered in Paris, France, the Group counts more than 6,500 employees and contractors and 50 plants on five continents.

For more information, visit www.calderys.com

About HWI, a member of Calderys

HWI (HarbisonWalker International) is the largest supplier of refractory products and services in the United States, with a history that spans more than 150 years. It is part of Calderys and is the brand for the Americas region of the Group. HWI counts 25 manufacturing sites and 20 global sourcing centers in the Americas, as well as the largest refractory industry research facility in North America. Serving virtually every major industry that requires refractory solutions to enhance production and protect assets, HWI is consistently recognized for its talented experts, industry firsts, and intensely driven excellence.

For more information, visit <http://thinkhwi.com>

Media contacts:

Aurélie de Chassey-Hayot
Global Vice President, Communications
Calderys Group
T: +33 (0) 6 70 16 70 38
M: aurelie.dechassey-hayot@calderys.com

Jennifer Faines

Media Relations, HWI
T: +1 412-559-2860
M: jfaines@thinkhwi.com

Follow Calderys on social networks



Follow HWI on social networks

