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Date: October, 06<sup>th</sup>, 2020

To: **Whom it may concern**

Subject: **Company name change and introducing our new brand**

**FLOCONX LLC is now Anything Flows LLC.** In the year 2020, the world changed, and FLOCONX did too. To best serve our customers, we have simplified our brand to appeal to our domestic, global markets, existing and potential new customers. The new identity had to satisfy all of the current expectations of what our original mark stands for, while simultaneously moving the brand forward. Striving to maintain the iconic and recognizable mark was a primary goal. This was achieved by carefully deconstructing the existing logo and studying its fundamental shapes, angles, weight, and company mission.

**New logo:**



**Why the Color Change?**

Blue symbolizes safety and trust

Yellow represents happiness and customer satisfaction

Bronze highlights our timeless new look

**New Mascot:**

Allow us to introduce our official mascot: **Vincent Van Flow™**

Vincent Van Flow is a smart Octopus who is customer-driven, displays flexibility, adaptability to challenges & solutions, and illustrates our broad range of products and services.



**Slogans:**

To complement our current slogan: **Flow Control, our passion®**

We added our new motto: **Life Flows on™**.

This new message captures our company's culture and attitude towards life.

On behalf of our team, we would like to thank our board, staff, family, friends, supporters, strategic partners, and suppliers. We want to show our gratitude to our customers, who help us become a better company every day. We appreciate your support during our new and exciting transition.

Sincerely,

**Andrés Tobacia**  
General Manager

