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## **ADAMS Completes Re-branding of Andover Medical, Inc.**

Concord Massachusetts—ADAMS is pleased to announce the successful completion of a company-wide re-branding effort for Andover Medical, Inc. (AMI). On the heels of their first Initial Public Offering, AMI called on ADAMS to reposition their brand. After investigating AMI and their evolving industry, ADAMS was able to furnish AMI with accurate and compelling verbal positioning along with an updated look and feel designed to accurately reflect their brand.

Ed Reilly, CEO of AMI stated, “ADAMS brings more to the table than a traditional marketing firm. Their background in business strategy and sales has allowed us to enter the marketplace with an established, cohesive, and scalable brand.”

About Andover Medical: Andover Medical, Inc. (AMI), is seeking to take advantage of projected growth and evolving economies of scale arising from consolidation in the procedure specific durable medical equipment (DME) and services segments of the orthopedic, podiatric, and urological physician care markets in the United States. By establishing a nationwide subsidiary network, AMI plans to offer physicians the largest selection of competitively priced brand-name DME, and urodynamic diagnostic and treatment products.

About ADAMS: With resolute client focus, ADAMS is a results-driven branding firm that helps clients achieve their goals by developing compelling work grounded in sound strategy. For nearly two decades, we have collaborated with clients across diverse industries to increase their visibility, credibility, and profitability through deliberate, multi-faceted, and creative communications.