

## **SafeGrain's New Ownership Ushers in an Era of Innovation and Excellence**

December 5, 2023

Dayton, Ohio

Earlier this year, SafeGrain, Inc. unveiled a new brand identity that better reflects the innovative culture of the company under new leadership. The company, which has been in business since 1954, was purchased in August 2022 by Zachary and Stacey Carr. SafeGrain sensor technology is focused on providing assurance to those charged with grain handling and storage operations to alert them to safety concerns, such as interruptions to aeration or fluctuations in temperature.

“While SafeGrain has decades of experience and many relationships that go back that far, we want to build on that history to continuously improve our industry-leading technology,” said Zachary Carr, who also assumed the role of President for the company when he took ownership. “This rebrand is a way of letting people know that we are committed to excellence and innovation now and into the future.”

With this rebrand, SafeGrain will now offer all of its agricultural hazard monitoring solutions, formally under the brand Maxi-Tronic, under the SafeGrain brand. Customers will still experience the same quality and service they’ve come to expect, with a continued focus on elevating customer service and product modernization, with a fresh new look. In addition, SafeGrain has opened a new Dayton, Ohio facility where Maxi-Tronic and SafeGrain office, engineering, production, and order fulfillment operations are housed.

The rebranding and consolidation introduce a new look and feel and provides brand consistency across their offering of grain handling, aeration, temperature systems, storage and hazard monitoring products. The rebranding also included expanding the brand identity to include a brandmark, color palette, tagline and messaging.

“The new tagline, ‘It’s in the name’ doubles down to remind our customers that our company and products have one goal focused on keeping your commodities and operators safe,” said Carr. “Our products and people are proven and trusted, and we’re only going to continue to make the industry safer and more efficient.”

Since the 2023 IPPE, customers will have noticed the new brand reflected in the company’s social media, website, trade show presence and business correspondence.



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### **About Safe Grain**

Since 1954, SafeGrain has been a global leader in supplying and manufacturing quality control and hazard monitoring equipment in the agricultural industry for both commercial and farm sectors. SafeGrain's products include grain aeration equipment, grain temperature monitoring, dust control and hazard monitoring sensors and controls for level management, alignment, bearing, temperature and motion.

SafeGrain invites you to visit with its team members at IPPE this January in booth A1000.

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