

NEWS/BUSINESS

Baker Tilly Virchow Krause LLP introduces refreshed global brand, 'Now, for Tomorrow'

CHICAGO — Baker Tilly Virchow Krause LLP (Baker Tilly) — an advisory, tax and assurance firm — has launched a refreshed brand identity with fellow Baker Tilly International network firms to showcase its global strength and capabilities.

The new brand positioning, "Now, for Tomorrow," captures the firm's commitment to great relationships, great conversations and great futures.

Eric Kroll, firm leader for Agribusiness, Food and Beverage, Baker Tilly, notes the Baker Tilly brand had not been refreshed in almost two decades.

"We thought with the evolving business environment, with everything moving faster, we needed a refresh to express who we are and what we're trying to accomplish for our clients," Kroll says. "Now, for Tomorrow" is our brand promise and conveys what our clients can expect from us — ultimately, that standing still in a constantly-changing marketplace is not an option and that we will guide our clients forward to success."

Baker Tilly Chairman and CEO Alan D. Whitman adds that Baker Tilly is not afraid to have tomorrow's conversations today.

"We embrace the unknown because of the possibilities it can bring," Whitman says.

The brand refresh is part of a global

Kelley Supply Inc. expands automation, takes on sophisticated robot cell

COLBY, Wis. — Kelley Supply Inc. (KSI) says its new 15,000-square-foot automation expansion has allowed the company to take on bigger and more difficult projects.

The first project to get completely assembled under KSI's new roof is a palletizing cell for a central Wisconsin cranberry plant. The cell has the following complexities: two lines running simultaneously, sealed cases and display cases requiring a custom mechanical gripper, multiple pallet types and sheet types, and high rates.

The cell includes upstream zero-pressure accumulation conveyors and pallet stack infeed conveyors that allow the end-user to load multiple stacks of pallets into the cell without having to enter the cell.

There is also a Wulftec WCA Smart Stretchwrapper that accepts loads from both lines. By having the cell in KSI facilities, the company says it is able to test programs and develop HMI screens until the reliability and ease of operation meet quality standards.

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rebranding strategy led by Baker Tilly International. The modernized brand positioning reflects the growth and cohesion of the global network, differentiating Baker Tilly in the market and communicating an identity that resonates now and stands the test of time.

By the end of January 2019, member firms in 130 territories will adopt the trade name Baker Tilly, the firm notes.

Baker Tilly originated in 1931 with a commitment to deliver innovative financial solutions and solid business strategies to its clients in the agribusiness, food and beverage, asset management, insurance and other industries. Kroll notes the firm's core services have always been about serving its clients from the pillars of integrity, passion, stewardship and collaboration.

He adds that the firm prides itself on great relationships with its clients as well as internally with its colleagues.

Baker Tilly focuses on having the conversations that are needed to help

clients get where they need to be in a business sense, now and in the future, Kroll says.

"A strong brand creates awareness; a global brand does even more — conveying a reliable and trusted reputation anywhere in the world," Whitman adds. "As our firm and global network have grown, so have the needs of our clients. The redefined brand demonstrates the significant role we play in helping clients anticipate and navigate complex change, increasingly across borders."

For more information, visit bakertilly.com. **CMN**


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