



Midwest Mole Undergoes Re-branding

June 2009 - INDIANAPOLIS –Midwest Mole, Indianapolis-based leader in trenchless technology, unveils a new company look. The new look will extend to their brochures, business cards, collateral and impending web site. The 27 year old, family-owned company has grown and changed from a small local firm, to one of the recognized leaders in the boring, jacking and tunneling industry as well as other various trenchless technology services. While they wanted to update their look to convey the expanded services and territory, they also wanted to stay connected to their roots, preserving elements of the original logo developed more than twenty years ago which featured a small mole, wearing a construction hat.

The new logo incorporates the key elements of company's original branding, but with a more modern feel. It was important to preserve the mole, who has become the company mascot and colors in order to remain identifiable in the field. The new logo, is stronger, bolder, with less emphasis on the word Midwest. While still proud of their roots, they now serve a much larger geographic territory with clients across the United States.

"We have evolved, and it was time our logo did too," said Dan Liotti president of Midwest Mole. "We like the more modern, stronger look to our "mole". (The logo was created by SpinWeb, one of Indianapolis's leading small business firms)

About Midwest Mole:

Founded in 1982 by Len Liotti, Midwest Mole has become an established leader in the trenchless technology industry. Committed to safety, quality and customer satisfaction, their reputation boasts reliable, efficient and state-of-the-art trenchless services. After more than 27 years of service they are still one of the best in their field.

With services ranging from boring and jacking to tunneling and rehabilitation, Midwest Mole is recognized as one of the "Best Places to Work" in Indiana. Their focus on their employees has allowed them to build a staff with more than 450 years of industry experience insuring projects of all sizes are done efficiently, promptly and above industry standards.

For more information on Midwest more please visit www.midwestmole.com or call 1-800-274-MOLE.

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