

-FOR IMMEDIATE RELEASE-

Intersure Undergoes Rebranding Campaign, Launches New Website
*Association of Independent Insurance Brokers Stakes a Claim on its
“All Together Different” Approach*

MILWAUKEE, WI - Intersure, a growth-driven association of independent insurance brokers, recently launched a rebranding campaign complete with a new, fresh logo and a full-scale website redesign. The newly minted site can be found at www.intersure.com.

Intersure’s website offers a contemporary look and streamlined user experience. It features a blog with weekly submissions from its members on issues related to insurance, risk management, and the challenges facing business owners today.

“Our visual brand and logo are important indicators of who we are and what we stand for,” said Intersure board president Marshall Sadd, of Lloyd Sadd Insurance. “We are taking the opportunity to strengthen the way we represent ourselves around the world to our clients, our people and the markets in which we operate.”

From today, “All Together Different” will serve as Intersure’s tagline, becoming a central component of its brand. The new tagline represents the organization’s goal to unite members — strengthening them both individually and as a group — through collaboration, idea sharing, and challenging one another to improve.

“There is no fluff, smoke and mirrors, or grandstanding at Intersure — and this is the core of what makes our organization great. The way we come together is what sets us apart,” said Mike Natalizio, Intersure board member and CEO of HNI.

In addition to a blog, features of the website include a photo gallery highlighting recent events, member testimonials, and information about how to become a member.

About Intersure

Intersure is an association of independent insurance brokers that facilitates a rare opportunity for member companies to really “get under the hood” of how similar but non-competing firms are operating and to network with like-minded professionals. With member companies from across the globe, Intersure partners pool their highly specialized, local and regional knowledge in the service of their clients.

Contact

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