



Re: Exciting Announcement

Valued Clients, Business Partners and Friends,

Most importantly, our Atlantic family hopes this message finds you and your families safe and healthy. With the turning of a new year, we are optimistic about the prospects of returning to some semblance of normalcy in the near future. However, even as we gradually return to this new normal, we will do so armed with the many lessons learned over this incredibly trying period.

To survive the cataclysmic disruption of the pandemic, organizations had to rapidly embrace technology in ways some never imagined. Fortunately, our culture, experience and vision prepared us to provide the type of support, guidance and solutions our customers needed to survive (and even thrive) during these tumultuous times. As our history demonstrates, we have always strived to be ahead of the technology curve, while remaining nimble and agile to adapt to sudden changes and disruptions affecting our customers.

We started selling and supporting analog copy machines, printers and fax machines, the center of the office at the time. As the copier/printer/fax evolved into a multi-function product connected to the network, our focus expanded to supporting the network too, which became the backbone of organizational operations. Now, as digital transformation, virtualization and cybersecurity have become increasingly critical to business operations (especially, in a post-pandemic remote world), we are laser focused on providing relevant technology solutions, guidance and support to our customers.

Although our products and services have changed over the years, the sense of urgency we cultivated during a lifetime of supporting mission critical infrastructure has never wavered.

Accordingly, we feel this is an opportune time to renew our promise to deliver innovative, curated technology solutions, coupled with the guidance, support and obsession with excellence on which we pride ourselves, to help your organization not only plan and execute, but also capitalize on, its digital transformation today, tomorrow and for years to come.

To signify that evolution, we are proud to unveil a new logo and re-branding. The logo's clean, modern look embodies our mission of helping our customers leverage technology solutions to securely streamline, simplify and automate your workflow and operations. Our new branding will carry through in all of our communications efforts with new roll-outs of helpful content, digital resource tools and engaging media to keep you current on the ways in which Atlantic can help your organization.

Thank you for your continued support and trust that you have put in Atlantic. We are grateful to be your technology partner.

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