****

**FOR IMMEDIATE RELEASE**

**Media Contact**

**John Lester**

**817-360-1164**

[**john@mplpr.com**](mailto:john@mplpr.com)

**New ThermoServ Ltd. Rebrands as NTL**

**Domestic manufacturing leader of American made drinkware and dinnerware products restructures branding strategy to better serve unique markets**

**DALLAS** – October 1, 2018 – New ThermoServ Ltd., a leading provider of domestically manufactured, innovative drinkware and dinnerware, announces a new brand identity as NTL. The new company is shifting their organizational strategy to reflect a corporate identity separate from their portfolio of product brands that includes ThermoServ, Prolon, MakIt and Capitol Cups. The change also represents the evolution of the company as it continues to develop under new management. Today’s announcement means NTL will be positioned to better serve a wide range of audiences and markets with vastly different needs.

“We are very excited to rebrand as NTL and create a clear and united entity to house our portfolio of unique brands,” said Tom Neth, NTL’s President. “In many ways, we are an entirely different company today than in the past, and this shift will enable us to more clearly define and focus our organizational goals, as well as our product portfolio, pricing, marketing message and value proposition for each of the markets we serve.”

NTL will serve as the corporate entity to the following brands:

**ThermoServ (**Consumer tableware) - Casual drinkware and dinnerware products for everyday living at home and on-the-go. Versaware, Chef’s Collection and ThermoServ Kids also fall under the ThermoServ brand.

**Prolon (**Commercial tableware) - Commercial grade dinnerware and tabletop drinkware solutions for foodservice application.

**Capitol Cups** (Commercial drinkware) **-** Custom drinkware products and solutions for C-store and foodservice businesses.

**MakIt** (Kid craft products) **-** Personalized dinnerware and drinkware keepsakes for kids of all ages.

For more information about NTL and it’s American made drinkware and dinnerware products, visit ntl-brands.com

**About NTL**

Established in 1956, NTL is a leading provider of innovative drinkware and tableware products that are made in America and designed for everyday living. NTL is the parent entity of product brands including ThermoServ, Prolon, MakIt and Capitol Cups. We are committed to serving as an integrated partner for businesses in the consumer and commercial markets, and we always keep the end customer’s satisfaction a priority. Through product differentiation, continuous quality improvements and the highest level of service from our people, customers can rest assured that NTL will deliver the highest quality and relevant product offerings to meet the demanding needs of the market. Whether for the home or business, we stay focused on life's necessities. For more information, please visit the NTL website at ntl-brands.com

###