



It's time to up our game
and power our growth.

Hello,

At Vectra Visual, we are known in the industry as “game changers who move at the speed of retail.” And in order to up our game, we must continue to evolve to fulfill the needs of the world's most respected and forward-thinking brands.

We know that all of you on the Vectra Visual team are no strangers to change — and we also know that change is essential to position ourselves for a brilliantly strong future. So, let's do this.

I wanted to reach out today and share the latest timeline with you for integrating under one Taylor name.

- **On October 18, 2021**, Vectra will begin an endorsed branding phase and go to market as Vectra Visual, A Taylor Company.
- **On January 1, 2022**, Vectra Visual will unite as Taylor Visual Impressions and go to market as Taylor.

This is so much more than a name change.

The change for Vectra Visual to Taylor Visual Impressions is so much more than a name change. It's about us showing up bigger, smarter and more connected than ever to serve more of the world's most well-known brands even better than we have before.

We remain grounded in the Taylor name and values.

The Taylor name keeps our brand grounded in the longevity and security that we have built upon all these years. This unification will also greatly enhance efficiencies with deeper connections to other visual brands including NSP and Optima.

Together, we are a more powerful whole.

Rest assured, while we will be more powerful as a whole, you will still be empowered to make decisions at a local level to best serve your customers. I encourage you to reach out to your team leaders with your questions. You'll receive more communications in the upcoming weeks as we power forward as Taylor.

Keep up the great work as we transition to deliver beyond expectations and grow our future. That's the power of Taylor United and it's only possible with the commitment and talents of each of you.

Excited for our future,



Joe Hanneman
Business Unit President