

## News

### ACRE Reveals New Brand Identity



ACRE is now acre security. New identity is the next step in a series of initiatives as company becomes a single operating entity; moves that will simplify day to day activities to support future growth and make acre security easier to do business with.

**Las Vegas, NV, March 28, 2023 – Acre security** today unveiled their new identity at the ISC West Exhibition in Las Vegas. The move represents acre product brands coming together to create fluid solutions that are agile and responsive to the industry’s evolving needs. With a commitment to providing the highest level of security for customers, **acre security** has reimagined the brand identity to better reflect their renewed purpose:

*To eliminate customer risk with their expertise and experience.*

The rebrand reinforces acre security’s continued commitment to providing a single,

powerful solution set that aims to help customers protect what is most important to them – their people and assets.

**Acre security's** new brand identity is more than just an updated logo and color scheme – this is an invitation for all employees and channel partners to embrace a new, unified approach to serving customer requirements with a single portfolio that can be delivered in Three simple ways, via the cloud, through an on-premise installation, or a hybrid approach.

*“The introduction of our new brand identity is one more milestone in the evolution of acre security”, said Don Joos, CEO of acre security. “One that better positions us to serve the unique, challenging, and continually evolving needs of the market”.*

**Acre security** will be showcasing their new brand, messaging, and suite of solutions at the ISC West Exhibition this week in Las Vegas at booth #20059.

Additionally, interested parties can learn more about acre security's exciting rebrand [here!](#)

#### **About acre security:**

**Acre security** is a global leader in the delivery of resilient digital and physical security solutions for every business. Keeping your people, premises, and data safe is as important to us as it is to you. We protect your valuable assets with a single portfolio of cloud, on-premise, and hybrid solutions.

**Acre security** offers a broad array of solutions including access control, visitor management, intrusion, workplace, transmission and connectivity solutions – all hosted in a way that suits you. Since 2012, we've focused on advancing security initiatives to deliver tailored, robust, and future proof solutions to tens of thousands around the globe. Working across banking, education, healthcare, pharmaceutical, retail and more, we give our customers peace of mind that their data, offices, and employees will stay safe. For more information, visit [www.acresecurity.com](http://www.acresecurity.com)

#### **About Triton:**

Since its establishment in 1997, Triton has sponsored ten funds, focused on businesses in the industrial tech, services, consumer, and healthcare sectors. The Triton funds invest in and support the positive development of medium-sized businesses. The 49 companies currently in Triton's portfolio have combined sales of about EUR 16 billion and employ around 104,000 employees. For more information, visit [www.triton-partners.com](http://www.triton-partners.com)

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