



June 2019

Schurco Slurry™ Announces Our New Logo and Look!

We are proud to announce something long in the making at Schurco Slurry: the launch of a completely re-inspired logo design with forthcoming revitalized informational and promotional marketing materials. This design effort is part of the ongoing evolution of our company's brand since our founding in 1975.

Our business has grown and evolved over the years, and we felt it was time for a change. The refreshed logo reflects more of who we are today as a manufacturer: designing, building, and applying slurry pumps all over the world.

Since the creation of our Schurco Slurry brand of slurry pumps and parts, we have had a section of a slurry pump impeller benchmarking our identity. The impeller section has been retained and invigorated with cleaner lines and smoother edges to better reflect who we strive to be as a company.

A new and bolder font choice further defines our brand as a strong and steadfast presence in the market. As a family-owned and operated company, every customer is dear to us, and this font is confident and moving forward strengthening existing and building new ties to our customers.

