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Langham Logistics launches new brand

INDIANAPOLIS (June 24, 2009) -- Langham Logistics, Inc., an Indianapolis-based global freight management organization, has announced the launch of a new national brand; Langham: INFUSION. The new brand was developed with the goal of introducing Langham on a national level as well as highlighting its technology, expertise, and customer focused approach to the supply chain and logistics industry.

Since January, Langham has doubled its sales force; creating a national sales team. The company has strategically placed sales representatives in several parts of the country in order to reach potential customers and service current accounts throughout the U.S.

"We've been in the transportation and logistics industry for more than 20 years but our expansion to a national sales force presents additional challenges. Our new brand will help us support our growing team, which is now spread across the country" said Cathy Langham, president and co-founder of Langham.

The new brand is centered on the concept of "INFUSION," which Langham defines as "a proven process that integrates your supply chain with technology, our people, and our best practices in order to centralize data, elevate visibility, optimize throughput, and increase profitability."

"We have technology and processes in place to help our customers reduce transportation costs and operate in the most efficient manner; we believe our new brand and umbrella services package will help us accomplish our goal of promoting our value-added services and growing business on a national level," Langham said.

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About Langham Logistics, Inc.

Langham Logistics, Inc., headquartered in Indianapolis, is a 20-year-old global freight management organization specializing in supply chain optimization and consulting services, domestic and international transportation, fulfillment, warehousing and distribution operations. The company has an impressive global client base that includes many Fortune 500 companies. Langham operates from a global logistics center in Indianapolis and maintains strong partner relationships across the globe to assist with tactical operations.

For more information about Langham and its services, visit www.langham-infusion.com.