



Better Results. Less Chemistry.

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Hubbard-Hall Marks 175 Years with a New Look and Enhanced Website

As Hubbard-Hall marks 175 years of innovation in specialty chemicals and distribution, the company unveils a new logo and a completely redesigned website. These updates reflect its rich heritage and ongoing evolution, blending tradition with a forward-thinking vision.

The new logo honors our heritage, incorporating our founding year of 1849 while embracing a modern design inspired by the periodic table—a nod to the chemical manufacturing expertise, mission of sustainability, and legacy of stability at the heart of our work.

"This rebrand is more than a visual refresh," said Shelley Lusas, Director of Marketing. "It reflects our continued commitment to adapting, staying aligned with marketing and industry trends, and providing the reliable expertise our customers trust Hubbard-Hall for."

Alongside the logo, the enhanced website delivers a seamless, user-friendly experience designed to meet modern customer needs.

Key updates include:

- **Streamlined application pages** for quick navigation to Insights, Products, Proofs, and Contacting an Expert
- **An upgraded Knowledge Center** with over 300 assets – White Papers, Case Studies, Blogs, Podcasts, and Videos – organized for easy filtering by application
- **A new Technology section** featuring advanced cleaning products and partnerships that provide data-driven insights, enable solvent-to-aqueous transitions, and minimize waste
- **Simplified access to the Customer Portal** for 24/7 ordering, shipping updates, and document downloads

The rebrand and website redesign reaffirm Hubbard-Hall's adaptability and focus on delivering value in a dynamic, ever-evolving industry, while reinforcing the company's emphasis on operational excellence.

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About Hubbard-Hall Inc.: Better Results. Less Chemistry.™

Founded in 1849, Hubbard-Hall is the oldest independent chemical distributor in the United States. Hubbard-Hall helps manufacturers reduce cost, complexity and chemical consumption through process efficiencies and product innovations. Now in its 6th generation of family leadership under CEO & Chairman, Molly Kellogg, Hubbard-Hall holds certification for ISO 9001:2015, Responsible Distribution as certified by the NACD and as a WomenOwned Small Business. The company has also been recognized as a CT Top Workplace 8 times.