

Anjon Embraces New Name, Logo

Thursday, Oct. 8, 2009, 3:00 p.m., EDT

Anjon Water Gardens changed its name to Anjon Manufacturing. The new name better captures what Anjon Manufacturing is and will become in future years, said Jon Lottes, chief executive officer of the O'Fallon, Mo.-based company. Anjon Manufacturing also incorporated a new logo.

"There are global implications, the framing with an oval, which show our commitment to growth of our company," said Joe Summers, vice president of operations for Anjon Manufacturing. "The waves acknowledge that Anjon plays a part in the sustainability of the earth and also shows progression or movement forward. Finally, we incorporated the word 'Manufacturing' below our much recognized Anjon Fish."

The multicolored fish offers the idea of diversity, Summers said. "Diversity in product offering and diversity in our approach to serving our future customers as well," he said.

Anjon Manufacturing is a manufacturer and provider of pond and water garden products throughout North America.