



NEWS RELEASE

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ITW BUILDING COMPONENTS RELAUNCHES THE ALPINE BRAND

VERNON HILLS, Ill., August 29, 2014 – Taking a page from its history to construct a bold new future, ITW Building Components Group, an Illinois Tool Works Inc. (NYSE: ITW) company, announced today that it has completed a comprehensive business rebranding initiative and changed its business name to Alpine.

“We are very excited to reintroduce the Alpine name, which has a long and proud heritage in the component manufacturing industry,” said Kevin Viravec, Alpine vice president and general manager. “Focusing on the Alpine name and brand gives our business enhanced clarity, focus and momentum. We are confident that our customers and industry associates will share our enthusiasm and quickly embrace this change.”

The rebranding process included extensive industry research, which found that Alpine is known for its engineering excellence, productivity-enhancing software and equipment solutions, and strengths in service and partnership.

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“Reintroducing the Alpine name demonstrates our industry commitment by emphasizing a single, unified brand with a clear message,” said Lisa Carter, Alpine’s director of new product development and marketing. “We have also adopted a new tagline, “Building Partnerships,” which highlights our longstanding commitment to partnering closely with our customers to help them build their businesses.”

In conjunction with the business rebranding, Alpine has created a new logo capturing the brand’s proud heritage that reflects its position as a leading-edge technology company. Alpine has recently hosted employee meetings and begun incorporating the new business name and logo in its materials. In addition, a new website (www.alpineitw.com) is being launched shortly. The official announcement will be made and celebrated at the Building Component Manufacturers Conference (BCMC), October 7-10 in Charlotte, North Carolina.

Alpine is a division of ITW and part of the company’s North American Construction group. The division was formed in 2007 and shaped by the acquisition of four companies: Truswal (2004), Alpine (2006), AmeriCAD (2007) and hsbCAD (2008).

Recognized for its engineering excellence, productivity-enhancing software and equipment solutions, and the industry’s best service, Alpine is a leading provider of building component software, metal connector products and equipment to component manufacturers. Since 1966, the company has partnered closely with customers to enhance their business and productivity. Alpine is also a leader in delivering software solutions that increase homebuilder productivity and profitability. The company is a division of Illinois Tool Works Inc., a Fortune 200 global diversified manufacturer with \$14.1 billion in revenue in 2013.