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Stalite Unveils New, Modern Logo to Align with its Global Market Footprint

SALISBURY, NC, January 10, 2019 – Strong. Reliable. Global. For eight decades, Stalite of Salisbury, NC, has been a leader in the aggregate industry in the United States. Due to the unique, high performance characteristics of its expanded lightweight slate, Stalite's market footprint has expanded globally. To reflect Stalite's growth and stature, the firm has unveiled a new logo for 2019.

"We felt it was time to not only refresh our logo but to give it a progressive, international look," said Jody Wall, General Manager of Stalite. Although many of the company's projects are on the East Coast, Stalite has shipped material to the State of Washington, Norway and Newfoundland. Wall added that the company has developed relationships in the Middle East and Eastern Europe and that it is working on several preliminary projects in Singapore and Turkey.

The new logo is abstract yet rock solid. Two identically shaped flames form the letter S. Enclosed in a circle, it gives the illusion of looking into a rotary kiln within which Stalite's unique lightweight aggregate is created. Inside the circle, the gray and blueish tints, as well as the bottom section of the S, represent the transformation of the slate in Stalite's distinct process.

"Our new logo is part of a new image we want to project: progressive, diversified and strong," said Wall, noting that in October of 2018, Stalite hired a Creative Director, Fabian Calvo, to help create a unified image for the brand. "Calvo was instrumental in developing the clean and modern brand while staying true to Stalite's legacy as the world's premier lightweight aggregate."

Wall said Stalite has a "huge market footprint" that is growing across the globe. "We ship from here in North Carolina to literally all over the world," Wall said. "The aggregate's structural characteristics, combined with our strenuous quality assurance program, make Stalite the material of choice for high performance concrete projects around the world."

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