

For Immediate Release  
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## Cards Technology Unveils Company Rebrand

Ocean Pines, MD — Cards Technology, formerly Cards Computers, unveils a new brand this week with a multi-chamber ribbon cutting and celebration at the corporate headquarters in Ocean Pines. The company started in 2000 as a computer repair shop and evolved over the years to serve businesses across the Eastern Shore and lower Delaware in IT and communications. The rebrand initiative was kicked off in January with a goal to clearly define the company's mission and vision internally, and for potential and current customers.

The rebrand was started by CEO Sam Card and Operations Manager Mark Shaw and involved a thorough discovery process to identify who and what the company is. Input was then solicited from all of the company's employees. The new corporate identity was determined through a defining a vision, changing the company name, and creating a new logo designed by Zach Bova, a former employee of the firm.

"The rebrand signifies that we are more than a computer repair company, and going forward, it communicates a clear vision of how we are a total technology solution for area businesses," commented Card.

The final logo design, chosen by Card and Shaw, was then applied to company vehicles, a new website, social media, building signage, portals, invoices and software. The logo represents a simplistic approach to technology, which is the foundation of the business's mission.

"We have a passion for bringing technology to a level humans can understand, so it makes dollars and sense," said Shaw.

Cards Technology services businesses primarily in Worcester and Wicomico counties in Maryland, and Sussex County in Delaware, but its reach has expanded across the Eastern Shore and into the Washington, DC, metropolitan area. Cards Technology provides IT services, cloud solutions, security, surveillance, and audio and video communications services to all industries. Local names such as Royal Plus, Insurance Management Group, Bergey & Company and Gregory & Associates rank among businesses served.

Cards Technology will officially unveil the new brand at a Ribbon Cutting on Friday, May 22, at its location on Manklin Meadows Lane from 5-8 p.m. Salisbury, Ocean City and Ocean Pines Chambers of Commerce will be present, and the public is invited to join in the celebration of the company's 15-year evolution from a small computer repair shop to a full-service tech company.

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