

Prorack is changing



The company that's always brought you simple, reliable, great value rack solutions now has a fresh, modern look. You're going to love it!

FAQs

- 1. Why is Prorack changing?** Times have changed, and our company is changing with them. Our updated logo represents our determination to keep meeting the everyday needs of our customers, now and in the future.
- 2. Can I download the new logo, fonts and brand guide so I can update my own website?** Yes. Assets are available for you right [here](#).
- 3. Is the brand name changing?** No. People have loved and trusted Prorack for over 30 years. But we have changed our tagline to better represent what our products are all about. Our new tagline is: *Ready for Anything*.
- 4. Are the product names changing?** Yes. You'll see many products with new names but of most importance to you, the Part Numbers you know so well are staying the same. The name changes are to make each product clearer and easier to understand for everyone. Our new website will feature the new names but reference the old initially to help guide you.
- 5. Is the packaging changing?** Yes. You'll see a mix of old and new packaging throughout stores in 2020. Eventually the old will be gone, and the new will be in. This will help you to identify things more easily. It is all still the same quality products inside, no matter which package you find. We also care greatly about our environment, just like you. We are working on a project to remove all poly block Styrofoam from our packaging this year.

- 6. Are the products changing?** No. You'll have the same dependable and well-thought-through design that you know and sell so well.
- 7. Is the website changing?** Yes. Beginning in May, you will see a brand-new website in our new look and feel. It will be easy to use and navigate. You'll be able to find product instructions, vehicle fits and all the information you depend on as always.
- 8. Is your warranty changing?** Not at all. We still feature a 3-year limited warranty on most of our products.
- 9. Will the store layout change?** In some stores, yes, you'll begin to see changes in how Prorack products are displayed and the information available to help you easily find what you are looking for.
- 10. Will Prorack still carry the same product range?** Yes. We still have the same wide range of useful solutions. You can see everything at prorack.com.au and prorack.co.nz
- 11. Will there be new Prorack products?** Yes. We have a couple of things in store for later in the year. Stay tuned for some announcements later in the year.
- 12. Are there new sales tools available to help me sell Prorack?** Yes, we have a new YouTube channel with installation videos that will provide confidence to those customers taking home their purchase. We have also introduced a more efficient online system of requesting Parts if they are missing or the parcel arrives damaged.
- 13. Will your customer service be changing?** No. Help is always at hand, and you will get the same dependable assistance you have always had from Prorack.
- 14. Can I share my opinions about Prorack?** Absolutely. We really value your input. You can email us any time at readyforanything@prorack.com.au