



February 5th 2020

Lancer Unveils New Corporate Logo

Lancer Corporation (hereinafter, Lancer), a US subsidiary of HOSHIZAKI Corporation, revamped its corporate logo on February 1st, 2020 as part of its rebranding strategy. The new logo conveys the company's firm intent to develop sophisticated next-generation beverage dispenser products with the integration of cutting-edge technology while maintaining its renowned high quality and to provide them to customers around the world.

Lancer is a beverage dispenser manufacturer founded in San Antonio, Texas, USA in 1967, and became part of HOSHIZAKI Group in 2006. The company boasts an overwhelming presence in the North American market, and it also has locations in Mexico, Australia, New Zealand, Belgium, and the United Kingdom, as well as import agents in Russia, South America, and Asia, conducting business at a global scale. The "Worldwide" in its new logo symbolizes its determination to accelerate its global growth.

HOSHIZAKI Group is forging further ahead to fulfill the expectations of customers around the world.

■Lancer New Corporate Logo



■Corporate Overview

Company name:	LANCER CORPORATION
Headquarters:	San Antonio, Texas, USA
Established:	1967 (joined HOSHIZAKI Group in February 2006)
Business:	Development, manufacture, sale, and maintenance of beverage dispensers and related equipment
Major Group Companies:	LANCER DE MEXICO, SOCIEDAD ANONIMA DE CAPITAL VARIABLE (Sale and maintenance of beverage dispensers in Mexico) HOSHIZAKI LANCER PTY LTD. (Development, manufacture, sale, and maintenance of beverage dispensers in Australia) Lancer Europe (Sale and maintenance of beverage dispensers in Europe)

CONTACT

HOSHIZAKI CORPORATION

〒470-1194 3-16 Minamiyakata, Sakae, Toyoake, Aichi

(PR window) General Affairs Department TEL : +81-(0)562-96-1111

(Inquiry desk) Global Business Division, Global Business Planning Section TEL : +81-(0)562-97-2119

Hoshizaki Global Network

