

**FOR IMMEDIATE RELEASE**  
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## **Henderson Engineers, Inc. unveils new division and brand identities**

**Lenexa, Kan.** – Henderson Engineers, Inc. is introducing a new specialty division, changing the name of a current division, and launching fresh identities for all four of its divisions as part of a cohesive new branding plan.

These changes reflect the substantial growth of Henderson Engineers during the past 10 years. In an effort to continually complement the firm's core mechanical, electrical and plumbing services, Henderson proactively seeks opportunities to provide specialty services which include: fire code consulting, architectural lighting, technology and security, and commissioning services. These specialty divisions contribute to the award-winning company's overall success and growth.

The new commissioning division is called Outcome Cx, and Henderson Technology Group is now Collective Tech. These two divisions join Fire Dynamics and Impact Illumination to complete the specialty division line up for Henderson Engineers.

By giving each division a name and new logo, Henderson Engineers creates a unique identity for each division that brands and promotes its particular service.

“The new division identities put a stamp on each of our specialty services, which leaves a lasting impression on the overall Henderson Engineers experience,” says Rich Smith, Henderson Engineers Executive Vice President. “Establishing these new identities will keep our company-wide branding cohesive and consistent.”

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### **New brand identities:**

**Outcome Cx:** Commissioning services provided by this division include fundamental, enhanced, retro and continual commissioning.

**Collective Tech:** Formerly Henderson Technology Group (HTG), this division offers low voltage solutions including data, AV and security. Additionally, Collective Tech provides clients technology cost savings, simplified installation and flexibility for the future.

**Fire Dynamics:** This division provides timely, professional fire protection engineering services and code consulting.

**Impact Illumination:** This division's team includes a multitude of award winning architectural lighting design specialists, including both licensed professional engineers and LEED® Accredited Professionals.

More information on Henderson Engineers, Inc. and the new divisions can be found on the Henderson Engineers website: [www.hei-eng.com](http://www.hei-eng.com).

**About Henderson Engineers, Inc.**

Henderson Engineers, Inc., founded in 1970, provides mechanical, electrical, and plumbing design services through its headquarters in Kansas City, as well as Phoenix, Houston, Dallas, Tampa, Bentonville, Las Vegas and Manhattan. Henderson Engineers houses four specialty divisions: Fire Dynamics, Impact Illumination, Collective Tech and Outcome Cx. Licensed in all 50 states, Henderson Engineers is comprised of more than 450 employees including more than 100 licensed engineers and 50 LEED® Accredited Professionals. Henderson Engineers' awards include *PM Engineer Magazine's* Engineer of the Year and *Building Design and Construction Magazine's* Top 25 Engineering Design Firm since 2001.

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