



BID GROUP REBRANDS AS COMACT

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BID Group Rebrands



BID Group, a leader in the wood processing industry for more than a century, has announced its new identity as **Comact**.

This transition marks a significant evolution in the company's journey and reflects its commitment to innovation and excellence. From its origins as an OEM, Comact, **an associate member of the Southern Forest Products Association**, has been instrumental in transforming the wood processing industry.

The company has consistently invested in research and development, addressed customer challenges, and adapted to their evolving needs. Through strategic alliances and acquisitions of leading brands, Comact has established itself as a world-class leader and pioneer known for its high-performance technology and equipment and its exceptional customer engagement.

"The decision to transition to Comact aligns with our strategic plan to expand as a high-tech OEM with key customers worldwide," said Alistair Cook, president and CEO. "This new identity signifies the beginning of a transformative phase for us. We are reaffirming our commitment to being the premier OEM in the industry by delivering cutting-edge technologies, world-class project services, and unparalleled dedication – qualities that have cemented Comact's reputation as a market leader in high-performance, innovative solutions."

As Comact, the company will continue to focus on optimizing operational performance, leveraging advanced technologies, and delivering exceptional field support. Its comprehensive project services, including construction and installation, will continue without interruption.

The company also unveiled its new brand identity and logo, which embody its customer-centric approach and the robustness and high performance of its equipment.

Comact will gradually implement the new brand across all touchpoints effective immediately.

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