



TWIN VEE

June 19, 2025

Re: Twin Vee Logo Replacement Notice
An Important Brand Enhancement Announcement

To Our Valued Dealers and Customers

We are excited to share an important update regarding our Twin Vee PowerCats (“Twin Vee”) branding that represents a significant step forward in both quality and durability.

Our Brand Evolution

For many years, Twin Vee has proudly featured our distinctive three-dimensional raised letter logos. These plastic-raised letters have been instrumental in elevating our brand awareness and have become a recognizable hallmark of Twin Vee. The bold, dimensional appearance helped establish our presence in the marketplace and contributed to the premium image our vessels have earned.

Addressing Real-World Challenges

Through years of customer feedback and warranty claims, we have identified recurring issues with our raised letter system. The three-dimensional nature of these logos, while visually striking, has proven vulnerable to the realities of boating life. Contact with docks, bumpers, and trailer loading has frequently resulted in letters peeling off or becoming damaged. These warranty concerns have prompted us to seek a more durable solution that maintains our brand standards while addressing these practical challenges.

Introducing Our Premium Solution

After extensive research and testing, we are transitioning to a premium 3M marine-grade vinyl application featuring our new iconic logo design. This isn’t simply a replacement material; it represents a carefully engineered upgrade that addresses the durability concerns while enhancing our brand presentation.

Superior Materials and Design

We have selected the highest grade 3M material available in platinum silver, ensuring exceptional longevity and resistance to marine environments. The new design prominently features our distinctive “TV” emblem, creating a sleek, modern interpretation of the Twin Vee brand that maintains our premium positioning while offering superior performance characteristics.

This premium vinyl material provides the following:

- Enhanced durability against impact and environmental factors
- Superior adhesion that resists peeling and lifting
- Professional appearance that maintains our quality image
- Reduced warranty concerns and replacement needs

Moving Forward

We view this transition as a significant upgrade to our branding system. The new logo design and premium materials represent our commitment to continuous improvement and our response to real-world feedback from our valued customers and dealers.

Replacement Program

For existing Twin Vee owners experiencing issues with raised letter logos, we are prepared to provide replacement logos featuring our new design and premium materials. Please contact your dealer or our customer service team to arrange for these upgrades.

Dealer Support

Our dealer network will receive comprehensive information about this transition, including replacement logo inventory and installation guidelines. We are committed to ensuring a smooth transition that maintains the premium brand experience our customers expect.

This enhancement reflects our ongoing dedication to quality, durability, and customer satisfaction. We believe this new branding approach will serve our community better while maintaining the distinctive Twin Vee identity that sets us apart in the marketplace.

Thank you for your continued support as we implement this important brand enhancement.

Twin Vee PowerCats Team