

Ecologic Entomology Unveils Updated Brand Identity



The new branding underscores Ecologic Entomology's commitment to reinforcing its niche as the go-to for premium and sustainable pest management solutions for commercial and residential clients in Massachusetts.

Boston, MA – March 8, 2024 – Ecologic Entomology, a premier pest control company serving commercial and residential clients throughout Massachusetts, announces a refresh to its brand identity, featuring a new logo that symbolizes Ecologic's mission of transforming the link between effective pest management and sustainability.

"We formed Ecologic Entomology with the belief that integrity matters," said Ken Spencer, President. "I'm proud to say that statement holds true today. We look forward to what the future holds for our company as innovators in the industry."

Since its inception in 2014, Ecologic has prioritized thoughtful, responsible, and sustainable solutions. While rodenticide use has become an increasingly pertinent conversation in recent years, this rebrand reinforces that Ecologic has long been at the forefront of these issues, now gaining wider acknowledgment, and aims to expose this commitment to a broader audience.

"After 14 years, it's time to clarify who we are as a company today. While our dedication to smart chemistry and innovation has remained constant, we've evolved so much over the years," said Jonathan Boyar, Principal and Founder. "We're innovators,

technology geeks, and the go-to for solving some of the toughest pest control problems in Massachusetts, and our new branding encapsulates that."

Jennifer Hill, Director of Marketing and Sales at Ecologic Entomology, shared excitement over the fresh visual identity, emphasizing, "Consumers today are incredibly discerning about the products and services they select. While many pest management firms are hurriedly adapting to the call for sustainability, Ecologic has steadfastly championed this ethos from the beginning. Our rebranding now showcases this dedication in a manner that resonates widely with audiences."

The company will introduce the new branding this season and encompass all platforms, including launching a new website scheduled for later this fall.

About Ecologic Entomology

Ecologic Entomology is a professional pest management provider of innovative and sustainable pest control solutions for commercial and residential properties. Headquartered in Boston, Massachusetts, we employ approximately 28 team members committed to providing innovative pest control systems and solutions using technology, smart chemistry, and the highest level of integrity. Additional information can be found by visiting ecologicentomology.com.