

REBRANDING FAQs

Got Questions? We've Got Answers

Find Out Everything You Need To Know About Innoflo!



- **What prompted Fireball to change its name to Innoflo?**

As a company, we have always worked towards a common set of goals using shared values and that will never change. While we have an extraordinarily solid foundation that has been built and evolved over the years, our new brand and name change follows in the spirit of all that we stand for. The name change is rooted in our strategic intent as an organization - to raise the bar of excellence in fuel management by empowering customers with better insights and fostering growth for our people and partners.

- **What does Innoflo do?**

Innoflo is Canada's leading single-source solution for fluid management systems no matter the scale or complexity of the project. Innoflo's integrated solutions include the design, engineering, installation and aftermarket care of advanced fuel equipment and management systems. Our solutions empower customers with better insights and operational performance, and foster growth for our people and partners.

- **Will the products and services offered remain the same?**

The products and services offered under the new name will remain the same as under Fireball. Under the new name Innoflo, we will continue to elevate the experience of both our people and our customers.

- **When will the name change take effect?**

The effective date of the name change will be **January 21, 2025**.

- **Is the legal name changing?**

Yes, the company's legal name is changing from Fireball Equipment Ltd. to Innoflo Solutions Inc. however the company will most often be referred to as Innoflo when speaking with customers and the public.

- **Will contact details remain the same?**

The website URL and email addresses will be changed to reflect the new name (@innoflo.com), but rest assured that during the transition, our @fireball domain will be automatically routed to our new domain. Phone numbers will not change. The responsive communication standard you have come to know and love from Fireball will remain just as steadfast once the new name comes into effect.

- **Will this affect customer support or service?**

We know that so many of our customers appreciate our high customer service levels, and we know it is part of what makes us great! Our new brand reflects the outstanding service our customers have come to rely on from Fireball and will remain just as reliable under the new name.

- **Where can I find more information about the name change?**

You can find further details on our [website](#).

- **Will customers have to update their records? And when do they have to do this?**

Yes, customers will need to update our name in their accounting system. There is no change in ownership occurring, so a simple name change in the system is all that is necessary. We prefer that our customers update their systems shortly after our name change is complete. However, our bank account number will not change so payments addressed to our new name or old name will be processed by our bank.

- **Is there any change to the ownership structure of the company?**

There is no change in ownership. This is strictly a brand and name change.

- **Does this affect the supply chain?**

Strategic partnerships are key to our business, we are sharing the news about our brand and name change with key partners ahead of the launch (like Graco) and all other vendors will receive a communication on January 21.

- **Will there be any effects on current customer contracts?**

Possibly yes, depending on the terms within the contract. Contracts signed under the old company name may require an amendment or addendum to reflect the new name. However, some contracts include a "successors and assigns" clause, which should cover the change without legal issues.

- **What will happen to Fireball's branding and logo?**

While we all feel the iconic and nostalgic aspect of Fireball's existing brand, we are also so excited to share all the incredible new branding that will accompany our name change. The new branding better reflects our continued journey and our ultimate commitment to raising the bar of excellence. The legacy brand will be honoured in the "Innoflo Hall of Fame" in our Edmonton office.