



FOR IMMEDIATE RELEASE

Contact: Alex Sunseri, Brite
Phone: 585.869.6015
Email: asunseri@brite.com

Brite Announces Rebranding, More than Computers

ROCHESTER, N.Y., MONDAY, NOVEMBER 9, 2020 – Brite, an information technology company, announces a new brand that more accurately represents the full range of solutions and services offered. Supported through a new logo and visual identity, the focus of the rebrand is a new name, Brite (formerly Brite Computers). The rebrand reiterates the company’s commitment to matching the right technology solutions with organizations, beyond computers.

After starting out as a computer manufacturer in 1983, Brite has since evolved beyond computer sales. Now, with three main focus areas: enterprise cybersecurity solutions, public safety technology solutions and managed IT services, Brite’s diverse expertise appropriately and expertly solves organizations’ challenges with best-in-breed technologies and services to better achieve their missions.

“Just as technology continues to evolve, so does Brite,” Justin Smith, President and COO commented. “This rebrand is simply a reflection of the evolution and growth we have seen over the last few years. More importantly, it’s laying a strong foundation to build a prosperous future for both Brite and our customers.”

“At the core of our solutions and service offerings is our mission to proactively protect organizations and communities,” Trevor Smith, Executive Vice President of Sales and Marketing said. “Brite is dedicated to partnering with thoroughly vetted, industry-leading technology companies to meet today and tomorrow’s technology needs.”

Brite’s trifecta of consultative sales, engineering and project management results in successful deployment and implementation, long-term satisfaction and support, and fully realized value.

About Brite

People and technology are at the core of everything we do. The Brite team is committed to proactively protecting communities and organizations through innovative technology solutions delivered by our talented team. We recommend thoroughly evaluated industry-leading technologies and pair them with proven processes to assist our clients in effectively achieving their goals and objectives.

At Brite, **good enough is never enough.**

-end-