

Employee Owned Brands



Fall 2021

Welcome to Employee Owned Brands, Inc. (formerly Dexter Apache Holdings, Inc.).

Starting as The Dexter Company back in 1894, and becoming Dexter Apache Holdings in 2006, our company has grown to include diverse holdings across many industries. The rebranding to Employee Owned Brands better represents the common thread connecting our businesses and will scale as we continue to expand.

Our new icon is three hands stacked together to represent our core value of working together to satisfy customers. As a team, we go “all in” to help others.

The “Go Far. Go Together” positioning statement is the last half of an ancient African proverb... “If you want to go fast, go alone. If you want to go far, go together”. We think this captures the spirit of our 100% employee owned culture and our mission to help our customers become more efficient and successful.

Over the next few months, you will see our new “holding company” name in use and watch our identity evolve. Our new web address will be both employeeownedbrands.com and eobrand.com. Holding company employees will be updating email addresses to (first initial last name)@eobrand.com

On a final note. None of our business units will be changing names. Those legacies and well-known brands will continue to live on.

Thank you for your past support of Dexter Apache Holdings and continued support of Employee Owned Brands!

All The Best,

Andrew Kretz
President & CEO
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