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JMP DEBUTS NEW BRANDING AND TAGLINE WITH ITS 2019 CATALOG

JMP Corporation, manufacturer of marine electro-magnetic clutch, general multi-purpose and engine cooling pumps, flexible impellers and sea strainers, has introduced a new brand mark and tagline. This follows the use of a special 40th anniversary logo last year. The company's 2019 catalog marks its debut.

"The new logo is a modern, stylized version of what we've used for many years," said Chan "CJ" Jeon, JMP Corporation manager. "We also introduced the tagline 'The Only One' to reflect the strong brand awareness we've built within the marine industry."

Detailing its extensive product portfolio, JMP's 64-page 2019 catalog provides a wealth of technical information. New is the addition of comprehensive spare parts listings for all JMP and most OEM flexible impeller pumps including Caterpillar, Cummins, Detroit Diesel, John Deere, Kohler, Mitsubishi, Volvo Penta and Yanmar. It's available at bit.ly/JMPcatalog.

JMP has distributors in 20 countries across the globe with eight in North America alone. It manufactures in an ISO 9001-certified factory to 100% OEM compatibility.

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