



PRESS RELEASE

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NORTH MILL REFRESHES BRAND, INTRODUCES NEW COMPANY LOGO

MARCH 11, 2022, NORWALK, CT – North Mill Equipment Finance LLC (“NMEF”), a leading mid-ticket equipment finance lender headquartered in Norwalk, Connecticut, has launched a new company logo in support of the ongoing evolution and record growth of the organization.

The brand refresh is timely as North Mill has undergone a major transformation since 2018 that has enhanced virtually every aspect of the business. A few years ago, North Mill was a small ticket lender that focused on challenged credits in the OTR space. While transportation remains a key asset category for the company, North Mill has experienced exponential growth and is now a half-billion dollar, mid-ticket finance lender that services customers in the A to C credit range and accommodates multiple asset categories ranging from construction to franchises.

One thing has remained constant: the company’s commitment to the referral agent community. North Mill’s distribution channel is limited to equipment finance brokers only. The exclusive relationship has proven pivotal to the company’s success and therefore foundational to the brand refresh. The existing logo includes a compass embedded in the company name. North Mill’s leadership team decided to keep the compass as a primary element of the new logo given the significance it represents. The word “compass” stems from Latin words meaning “to travel” or “step together.” “What better way to signify the synergistic relationship between our company and the referral agents with whom we rely on and partner with each day,” said North Mill’s CEO, David Lee, speaking of the symbolic nature of the compass.

The new logo is rendered with just the first letters of the company’s official name: *North Mill Equipment Finance*. Other brands have assumed the same naming convention given that acronyms and/or letters are often easier to remember and more memorable such as KPMG, BASF and HSBC.

About North Mill Equipment Finance

North Mill Equipment Finance originates and services small to mid-ticket equipment leases and loans, ranging from \$15,000 to \$1,000,000 in value. A broker-centric private lender, the company accepts A – C credit qualities and finances transactions for many asset categories including construction, transportation, vocational, medical, manufacturing, printing, franchise, renovation, janitorial and material handling equipment. North Mill is majority owned by an affiliate of WAFRA Capital Partners, Inc. (WCP). The company’s headquarters is in Norwalk, CT, with regional offices in Irvine, CA, Dover, NH, Voorhees NJ, and Murray, UT. For more information, visit www.nmef.com.