



## Bayside Refrigeration, Inc. Rebrands to Become AirLogix

**ASTORIA, NY — After more than three decades in business, Bayside Refrigeration, Inc. unveils a new look and brand to become AirLogix.**

The rebrand is the result of extensive company growth and the need to create a more geographically diverse name. As the HVAC/R company continues to expand its reach, the new identity will establish brand recognition and relevance outside of the New York Metro area.

From the brand's typography to its unconventional color scheme, AirLogix commands attention in the marketplace. The new look caters to a corporate audience and presents fresh opportunities for the established HVAC/R company. Everything customers have valued about Bayside Refrigeration—from the company's customized solutions to its trusted leadership team—holds true with the new brand. AirLogix has the look of an industry leader and the backing of an established entity. The company is introducing a simple yet compelling message to customers: With AirLogix, life is easy.

*"HVAC and refrigeration only scratch the surface of what we do. Since Day One, our priority has been the customer experience. From our dedicated account representatives to our customized service agreements, we've always made it easy to work with us. But as our company gained traction in the market, our brand was holding us back. The new name and brand reflects the positive image we've worked hard to earn in the local market. We're thankful for Bayside's success and we can't wait to begin this new chapter as AirLogix."*

— Gerri Domenikos, Owner



To see the rebrand in action, visit AirLogix's new website!

[airlogix.co](http://airlogix.co)

### About AirLogix

**AirLogix brings more than 30 years of HVAC/R experience to every project.**

The company specializes in installation, repair and maintenance services, as well as customized service agreements for commercial clients. AirLogix places the customer experience first—giving clients the personalized solutions they need to excel in their fields. Working with all major makes and models, AirLogix services ice makers, chillers, water towers, wine cellars and more. To learn more, call AirLogix at 844.885.6449 or [visit the company online](http://www.airlogix.co).