



## HAYS

785.625.7070 [Office]  
877.625.7872 [Toll Free]

2418 Vine, Hays, KS 67601

[NEX-TECH.COM](http://NEX-TECH.COM)

### PRESS RELEASE

FOR MORE INFORMATION, CONTACT:  
Dustin Schlaefli at Nex-Tech  
785.625.7070 Fax: 785.625.4479

### FOR IMMEDIATE RELEASE

#### **Nex-Tech Announces Rebrand**

LENORA, Kan., October 3, 2022 - Nex-Tech announced today that it is undergoing a rebrand featuring a new logo.

Rural Telephone was founded as a cooperative in February 1951. The cooperative was formed by a group of farmers and businessmen with an elected Board of Trustees who wanted better telephone service for the rural areas of Northwest Kansas. By 1999, Rural Telephone had enlarged its service area and added multiple technology services. This prompted the rebranding of the cooperative under the “Nex-Tech” identity.

The next two decades brought a tremendous amount of progress and diversification for the company. Nex-Tech has remained actively involved within its local communities, while also developing services and offerings that are utilized by corporations around the world. Nex-Tech strives to innovate, grow, and connect communities as both a broadband service provider and a leader in business solutions. The new image of Nex-Tech reflects the organization’s desire for industry leadership, supported by a passion for the local community.

The new logo is a stylized “N” with one of the legs created with a “T.” The result is an easily identifiable visual that not only features the company’s initials, but also makes clear Nex-Tech’s vital foundation of technology. The traditional black and red that harken back to Rural Telephone days remain the primary logo colors. In order to denote Nex-Tech’s various technology services and business segments, the new logo implements additional colors to represent each business segment.

Nex-Tech has already begun the process of updating signs and apparel. January 1, 2023 marks the projected date for a new website launch. At that time, the TV Now, Nex-Tech Directory, and Nex-Tech Classifieds apps will also be updated. Implementation of the new logo will continue through 2023, with all major components to be completed by March 31, 2023.

#### About Nex-Tech

Nex-Tech connects thousands of people and businesses through a robust broadband network and cutting-edge technology. Nex Tech’s powerful fiber-to-the-premise and fiber-to-wireless technologies deliver the highest quality Internet, with speeds up to 1 Gig, streaming TV, home security, and local and long-distance phone service. Nex-Tech also provides an array of enterprise solutions including cloud services, cloud phone, network security, managed I.T., physical security and surveillance, advertising solutions, and network operations monitoring to business clients nationwide.

Nex-Tech focuses on providing the best technology and support with the best people. With stores in more than 20 locations, a full-service Help Desk and 24-hour Network Operations Center, Nex-Tech customers are ensured unsurpassed technology and support. Headquartered in Lenora, Kansas, Nex-Tech has been delivering exceptional service for more than 70 years.

[Visit the newsroom.](#)