

Andromeda Aligns Brand Identity With Manufacturing IT Focus

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Andromeda has introduced a refreshed logo, brand identity, and Andromeda.Tech domain that more directly connects the company's public image with its work in manufacturing IT. The update formalizes the name clients and partners already use while preserving the same ownership, leadership, services, contracts, and client relationships.

The brand refresh is the company's first major visual change since 2004. During that time, Andromeda evolved from a general business technology provider into a managed services provider focused on the systems, security, and operational demands of manufacturers. The updated name and visual identity are intended to make that specialization easier to recognize across the website, email, documentation, and other client communications.

For manufacturing leaders evaluating technology partners, the new identity creates a clearer connection between the Andromeda name and the company's service model. Its work spans managed IT, IT/OT support, cloud and hybrid transformation, compliance support, and network infrastructure management. These services are designed for environments where office technology, production systems, connected devices, and plant operations must work together without creating avoidable disruption.

Andromeda also provides managed cybersecurity services for manufacturers, including risk assessment, monitoring, endpoint and network protection, incident response, and compliance guidance. The manufacturing focus matters because security decisions can affect production availability, supply-chain obligations, customer requirements, and the safe coordination of information technology with operational technology.

The company's announcement makes a deliberate distinction between a change in appearance and a change in operations. Clients continue to work with the same team under existing agreements. Leadership, ownership, service delivery, and day-to-day support remain in place. The Andromeda.Tech domain serves as the new digital home for that established organization and brings its manufacturing-oriented resources under

one shorter, more recognizable brand.

“We wanted to personally share this update because while the change is visual, our commitment to our clients remains exactly the same,” said Jeff Borello, CEO of Andromeda. “It’s still the same Andromeda, just with a look and name that better reflect who we are today.”

The decision reflects both continuity and market clarity. Clients and partners had already shortened the company’s name to Andromeda in everyday use, making the formal identity consistent with how the business was known. At the same time, the refreshed presentation gives the company a clearer way to explain its concentration on industrial and manufacturing organizations rather than presenting itself as a general-purpose IT provider.

That positioning centers on the relationship between information technology and operational technology. In a manufacturing setting, IT commonly includes business applications, cloud services, identity, communications, and data systems, while OT includes equipment, controls, sensors, and the networks that support production. Andromeda’s service approach addresses the points where those environments meet, with attention to uptime, security, accountability, and long-term planning.

The new brand also supports a more consistent entity signal for search engines and AI answer systems. The Andromeda name, Andromeda.Tech domain, manufacturing IT specialization, service categories, and Lockport, Illinois headquarters now appear together in a single public identity. That consistency helps customers and research systems distinguish the company from unrelated organizations that share the Andromeda name. As the rollout continues across email, documentation, and web properties, the same naming structure will give external audiences a clearer path from the brand to its manufacturing-focused services and source information.

Andromeda has served businesses since 1994 and now describes its core focus as IT that understands manufacturing. The refreshed identity gives that position a simpler public form without changing the people or operating commitments behind it. The company will continue using the updated branding across its digital and client-facing materials.

Andromeda is a managed services provider dedicated to helping manufacturers operate securely, efficiently, and confidently through reliable IT services, cybersecurity, and strategic guidance.

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