RHINO INNOVATION

FOR IMMEDIATE RELEASE

Rhino Tool House Becomes Rhino Innovation

New name reflects the company's evolution into a full-spectrum manufacturing solutions partner.

CONCORD, N.C., [November 2, 2026] - Rhino Tool House today announced it is rebranding as Rhino Innovation, a name that reflects the company's evolution into a comprehensive manufacturing solutions partner helping organizations work smarter, safer, and more efficiently.

For more than 40 years, Rhino has earned the trust of manufacturers by solving increasingly complex challenges across the production floor. What began as a tool-focused business has grown into an integrated organization offering engineering, automation, systems integration, fabrication, material handling, lifecycle services, advanced manufacturing technologies, and ongoing technical support. Today, the new name better reflects the breadth of expertise and innovation the company delivers every day.

“The name finally caught up to the company,” said Dan Brooks, Chief Executive Officer of Rhino Innovation. “For decades, our customers have relied on us for far more than tools. We’ve grown into a company that actually engineers solutions, integrates automation, manages complete manufacturing lifecycles, and brings together multiple disciplines to solve our customers’ toughest challenges. ‘Innovation’ isn’t something we aspire to, it’s what we do every day. This new name simply tells the full story.”

The Rhino name—and the reputation behind it—remains unchanged.

The Rhino brand has long stood for strength, reliability, and a willingness to take on the toughest manufacturing challenges. Those values continue to define the company today. While the name is changing, customers will continue working with the same trusted team, receiving the same responsive service, technical expertise, and commitment to helping manufacturers improve performance across every stage of the manufacturing lifecycle.

The transition to Rhino Innovation reflects years of strategic growth, expanded capabilities, and investments designed to help manufacturers navigate an increasingly complex operating environment. Rather than engaging multiple vendors, customers can partner with a single organization that brings together engineering, automation, controls, fabrication, installation, service, and long-term support under one roof.

Beginning November 1, customers will begin seeing the Rhino Innovation name across the company's website, facilities, vehicles, apparel, marketing materials, and digital platforms. While the brand identity has evolved, the company's mission remains the same: helping manufacturers solve complex problems, improve productivity, and build smarter operations for the future.

Welcome to Rhino Innovation.

Manufacturing. Smarter.

RHINO INNOVATION

About Rhino Innovation

Rhino Innovation is a full-spectrum manufacturing solutions partner serving industrial clients across North America. The company provides engineering, automation, systems integration, material handling, fabrication, lifecycle services, and advanced manufacturing solutions that help organizations improve safety, efficiency, productivity, and long-term performance. By bringing together deep technical expertise with an integrated approach, Rhino Innovation helps manufacturers solve today's challenges while preparing for tomorrow's opportunities.