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Dallas-based America's 401(k) Proudly Announces New Corporate Brand Identity

Retirement Plan Administration Services Firm Unveils Redesigned Logo and Website

DALLAS, Texas — August 2, 2019 — America's 401(k), a premier retirement plan administration services firm in Dallas, today unveiled its newly redesigned brand identity. The launch includes a refreshed corporate brand and color scheme and introduces its newly redesigned website at www.americas401k.com.

The company's new brand features strong visual connection to the United States flag. Its powerful design with sharply drawn red, white and blue hues emphasize the company's foundational mission: to prepare, protect and preserve a secure retirement for working Americans.

"We couldn't be more excited about our new look," said America's 401(k) Director of Retirement Sales Tom Ditzer. "For more than 30 years we've worked to establish our leadership in the retirement plan services industry. Our new logo and imagery provide a presence that's clear and bold, and delivering a meaningful visual cue to our staff and our clients. It reflects our heritage and our promise that each day we renew our dedication to innovative, versatile service that puts client needs first."

Additionally, the firm's website has received a full overhaul. The redesigned home of America's 401(k) on the web highlights the firm's expertise and commitment to client service, with individual areas dedicated to plan advisors and plan sponsors. Many areas of the site feature images of Dallas and its environs, reflecting the firm's longstanding presence in the Dallas-Fort Worth metroplex.

"Dallas has been our home since our founding, and while our presence is now nationwide, we wanted our site to reflect our heritage and our roots," Ditzer said.

The new brand and website also highlight America's 401(k)'s relationship with Boston-based Group RHI, a national organization of retirement plan services firms that serves many thousands of plans across the country. America's 401(k) is joined by RHI in Houston, Texas; PPA in Tacoma, Wash.; The Pension Studio in West Palm Beach, Fla.; and Billings & Co. in Sioux City, Iowa.

To learn more about America's 401(k), please visit www.americas401k.com.