

## Press Release

Thursday 18th May 2023

### **Rebrand for Mechanical Engineering Firm Ahead of Multi Million Pound Expansion**

M&M Services and Pure Vent based in Camlough, Co Armagh are gearing up for a major programme of growth with a company rebrand and a move to new purpose-built premises. M&M Services was established by three brothers, Padraig, Sean, and Martin Mallon in 2000, followed by Pure Vent shortly afterwards.

The two companies, which specialise in the mechanical engineering sector; particularly products and services associated with ventilation, air conditioning, commercial kitchens fitout and other large commercial premises mechanical services; will become divisions of a new parent brand, Pure Engineering Group.

M&M Services will rebrand as Pure Mechanical while Pure Vent will retain its existing brand. Both brands will sit under the new parent brand identity- Pure Engineering Group.

Martin Mallon, Managing Director said, "We have ambitious plans for growth. We have been amongst the leading players in the mechanical engineering market across Ireland for some time. There is, however, some misunderstanding in the market about who we are, and what exactly we do. We have spent quite some time recently on our business strategy and looking at our brand identity.

"This move to Pure Engineering Group will allow us to talk effectively about our full range of capabilities – right across the mechanical engineering sector. It will also allow the two brands to continue to operate within their own specialist areas- Pure Mechanical (commercial gas, air conditioning, UV technology and electronics) and Pure Vent (commercial ventilation products and services).

Martin Mallon continued, "Pure Engineering Group also allows us to expand into other divisions of mechanical engineering in the near future, which is exciting for the entire team, and for our valued client base.

"We are investing heavily in the business, in our team, and in our facilities, as we will shortly be moving into new purpose-built premises at Carnbane in Newry. Key to this growth however is retaining our family ethos. We have worked hard to make sure we have engaged both our team and our customers on this journey."

Pure Engineering Group employs 35 people and is currently based on the Camlough Road, outside Newry.

**ENDS**

For further information, please contact Deborah Loughran, King Communication on [deborah.loughran@kingcommunication.co.uk](mailto:deborah.loughran@kingcommunication.co.uk)

**Photo Captions:**

LtoR- Pictured at the launch of their new brand Pure Engineering Group are Padraig, Martin and Sean Mallon.

**Notes to Editor:**

Pure Engineering Group will move into its new purpose built 25,000sq ft facilities later in the summer.