

# 'Connect · Transform · Supply · Innovate,' Encourages CTSI-Global Rebrand

*New logo and slogan highlight the company's people and tech strengths.*

MEMPHIS, TN, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Trusted supply chain provider CTSI-Global celebrates its rebrand with a

modern logo, slogan, and a website redesign currently in development. The new slogan "Connect · Transform · Supply · Innovate" invites logistics leaders to explore possibilities.



CTSI-Global logo.

“

We're the people you trust with the history and future of your business.”

*Marly Hazen Ynigues*

"CTSI-Global has been reinventing supply chain strategy for decades. We were founded 69 years ago as Continental Traffic Service, Inc., and we keep a nod to that history in our name today and in the first letters of our slogan," said Marly Hazen Ynigues, Chief Transformation Officer. "We're the people you trust with the history and future of your business."

People are centered in the new logo, where the "g" in "global" appears as an abstraction of both a person and a tech connection. This symbol is used as the new landmark.

The brand modernization aligns with service innovations at CTSI-Global. [Parcel Spend Management](#) brings the company's freight spend management resources to parcel logistics, optimizing carrier contracts to uncover savings opportunities. The [Strategic Partner](#) program integrates 3PL, WMS, and TMS providers with logistics management solutions that complement their own services. The Trust Center is a hub for clients to understand security processes and statuses.

Together, these changes reflect the company's continued transformation and growth in global supply chain solutions and technology.

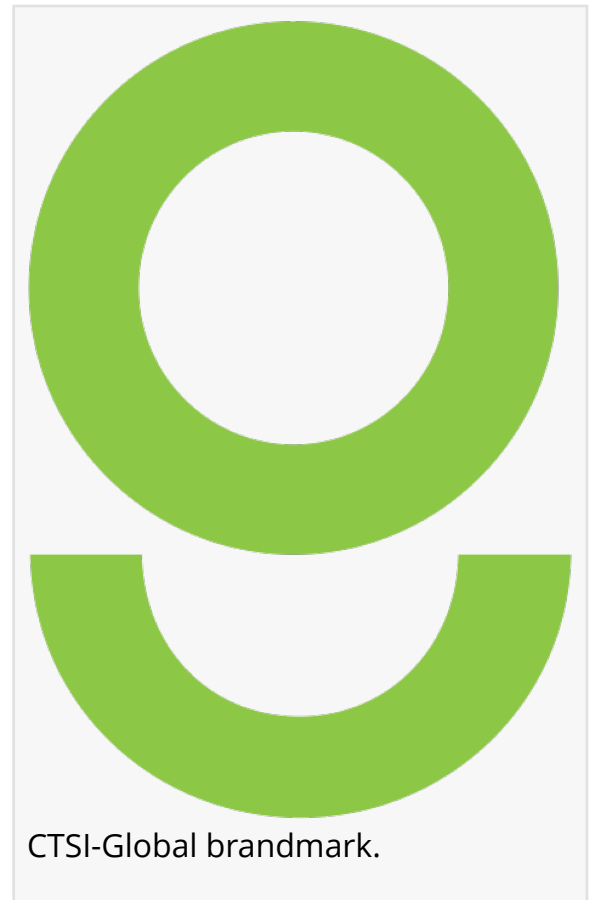
"CTSI-Global has evolved, and this rebrand is the perfect opportunity to showcase our true capabilities." said Nani Ynigues, Digital Marketing Manager. "Connecting our brand with our new services gives us a powerful marketing edge and reinforces our position as an innovative supply

chain provider.”

Interested in exploring a new supply chain strategy?  
Book a consultation with the team, or visit Nani at TMSA Elevate in Denver this week.

About CTSI-Global: CTSI-Global leads the way as a logistics solutions and technology provider for global businesses. CTSI-Global provides freight audit and payment, parcel spend management, supply chain intelligence, and Honeybee TMS solutions. Founded in Memphis in 1957, CTSI-Global has global offices in the Americas, EMEA, and APAC.

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