



Ontivity Goes “ALL IN” at NATE UNITE

Enertech Holding’s rebranding as Ontivity bolsters its commitment to deliver national solutions through its family of member companies. Ontivity expansion will meet the demand of the industry’s 5G network build and densification over the coming years.

NEW BRAUNFELS, TX, February 23, 2022 -- At the NATE UNITE Show in Las Vegas this week, Enertech Holdings, a national-scale wireless infrastructure services provider, announced in a launch video shown at the ‘Vertical Freedom’ film premiere, its decision to rebrand as Ontivity. In what may be the trade show’s first ever exhibitor wardrobe change, the company’s booth branded as Enertech Holdings on the opening day of the Exhibit Hall and will display its new Ontivity-branded booth when the show floor opens today.

“This rebrand is the culmination of our ‘Better Together’ philosophy,” stated Ontivity CEO, Eric Chase. “Each of our family member companies are highly regarded as the local experts and partner of choice in their respective regions, both by customers and the workforce. We’re staying true to the local roots of these companies and their great people and have been given a tremendous opportunity to leverage the collective skillset, experience, and scale of our united team to offer national solutions. We believe this allows us to deliver even more value to our employees and customers, and we’re excited about that.”

The company’s new name, Ontivity, and slogan, ‘Local Connections. National Solutions.’ represent the unified culture and capabilities of its five family member companies: Enertech Resources, ET Tower, Legacy Telecommunications, CMS Wireless, and Mountain Wireless. The companies have a combined 125 years in business and deploy more than 250 crews nationally.

While the deck has been shuffled a bit here in Vegas, Ontivity’s member companies will continue to operate under their existing trade names in their respective markets, but each have undergone a cohesive branding refresh to their logos, color schemes, and more as part of the overall national rebrand initiative.

About Ontivity

With 20 branch offices in 13 states, Ontivity’s member companies are the leading turnkey services producers in the wireless infrastructure space. Services provided include technology upgrades, structural engineering, macro tower builds, small cell, in-building, DAS, and 5G installations, tower modifications, generator services, project management, civil services, microwave networks, and more. The company is headquartered in New Braunfels, Texas. To learn more about Ontivity and its member companies, please visit <https://ontivity.com>.

###