

Motorola Solutions to Rebrand Vertex Standard Radios

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Motorola Solutions said it will combine the best of Vertex Standard's portfolio with its two-way radio product lines beginning Jan. 1, and all products will carry the Motorola Solutions brand.

Specifically, Motorola will rebrand the Vertex Standard entry-level radios as Motorola products. The radios, most of which are analog or Digital Mobile Radio (DMR), will keep their current model numbers.

Vertex DMR radios will not be rebranded as MOTOTRBO, Motorola's DMR product line. Vertex [launched a new entry-tier DMR radio in 2016](#). The Vertex DMR radios are compatible with MOTOTRBO, but it is a higher tier portfolio, said Mike Petersen, Vertex Standard director and general manager.

"We've worked to have closer alignment over recent years," Petersen said. "It's a natural progression that stemmed from a lot of internal collaboration. Both businesses are doing well, but this just allowed us to better align and serve our customers."

Vertex will continue to offer a few select models in specific markets under the Vertex Standard brand. Petersen said the VX1700, an analog single sideband radio, is one example.

"We have some unique products that we sell into Japan, for example, based on certain protocols they have for that country," he said. "We will maintain our brand there because of the strength of the brand."

Petersen said Motorola will honor all warranties and agreements in place and will continue to support the products already sold into the market.

Motorola [took full ownership of Vertex Standard](#) in 2012.

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