



Press Release – April 30, 2019

SE Mutual, New Brunswick’s largest locally-owned insurance company, unveiled a new look on Monday, April 29th.

“This is an exciting time as we continue to contemporize and transition ourselves to be the insurer of choice for another 80 years in New Brunswick” stated Shaun MacPhee, CEO of SE Mutual.

The company has adopted a bright, multi-coloured circular logo with a house in the middle.

“The new logo symbolizes our company vision and core values. Each colour has its own meaning and the house represents our commitment to helping clients put their lives back together when they need us the most,” stated Shaun MacPhee.

SE Mutual Insurance Company is a well-established, growing insurance company that has been serving New Brunswick policyholders since 1938. They offer insurance coverage and options that are tailored to life in New Brunswick. Operating locally means that the majority of earned premium dollars (97%) stay right here in New Brunswick! SE Mutual is proud to support the local economy and the communities of New Brunswick.