

***Insurance Times***: Conn. SBLI changes name, plans expansion

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For generations, the Savings Bank Life Insurance Company of Connecticut existed in its home state as its identically named competitors did in Massachusetts and New York.

No longer.

SBLI Connecticut has changed its name to VantisLife insurance Company and is launching expansion plans along the East Coast.

The new name is so the insurer can avoid confusion with the other two SBLI institutions as it expands, said VantisLife President and CEO Peter Tedone.

“We felt it would be better to adopt a new name,” he said.

VantisLife plans an initial expansion over the next few years into Virginia, Maryland, Delaware and Washington, D.C.

Future expansion phases will focus on Florida and then New England, Tedone said.

VantisLife will continue to be domiciled in Connecticut and can still use The Savings Bank Life Insurance Company name within the state. VantisLife stems from, and is meant to invoke the word “advantage,” Tedone said.