



GLOBAL BRAND STRATEGY



BRINGING THE BEST OF THE WORLD TO YOU®

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UNDERSTANDING THE VALUE OF BRANDS

The unique history of PIP makes it that, through acquisition and integration, it has become by default a "House of Brands". This means that it must manage many brands while trying to protect and grow the notoriety of each one. Doing this can be challenging when one considers that brand notoriety is achieved at the optimal intersect of "functional differentiation" and "emotional differentiation". The higher that intersect point, the stronger the brand resonates. Near perfect examples of this are apparent in safety eyewear where many leading brands have long-standing roots in other markets. While they communicate product quality and functional differentiation, it is their emotional differentiation that associates them to extreme sports or iconic personalities and ultimately attract us to the brand. The PIP brand (and sub-brands) are relatively young and thus do not benefit from legacy or emotional differentiation. For the most part, they are too numerous, lack association and fragmented internationally. There is a need for a defined brand strategy with flexible brand architecture. The objective is to gravitate toward a "Branded House" strategy with very few power brands.

BY DEVELOPING A COHESIVE BRAND STRATEGY, PIP CREATES VALUE AND HELPS ITS PRODUCTS STAND OUT IN TODAY'S WORLD OF SAFETY THAT IS CURRENTLY DOMINATED BY TWO GLOBAL TECHNOLOGY GIANTS. OUR ULTIMATE GOAL IS TO AUGMENT THE VALUE OF PIP INTERNATIONALLY AND ITS ABILITY TO LEVERAGE ITS NAME WITH GLOBAL DISTRIBUTORS AND SUPPLIERS.

If we begin with a review of logo presence in current literature and other PIP media it is obvious that there is a need to rationalize and systemize brand logo use. This first phase is currently underway. Equally important to brand architecture and logo use are the graphical elements as well as visual and word messaging associated with each of the brands.

ONE WORLD, ONE MESSAGE

OUR GROWTH AND GLOBAL EXPANSION PRESENTS US WITH THE UNIQUE OPPORTUNITY TO PERFORM AN INTROSPECTIVE ON WHO WE HAVE BECOME. IT IS NOW MORE IMPORTANT THAN EVER THAT OUR CORPORATE IDENTITY EXPRESSES THIS CLEARLY.

Every day, we carry out thousands of business transactions – buying, selling, promoting, advertising and manufacturing. Whenever we do this, our customers, vendors, partners and even our very own people get to experience how we perform, look or act. When you multiply this by our expanding global reach, we can appreciate how important it is to present a consistent and unified image.

The PIP history is rooted in its spectacular growth and its ability to nurture customer relations. Our personality is defined by what we do, what we say and how we present ourselves. As we expand, it is extremely important that our corporate identity projects an image that will help us to succeed in any market, anywhere in the world.

WHAT IS OUR IDENTITY?

Although we have earned recognition in the personal safety space, we remain largely defined as a glove supplier. While this is changing, our current brand equity is heavily burdened on our salespeople's ability to create lasting business relationships with our distributors that are based on flexibility, product portfolio and price and delivery.

OUR DISTRIBUTOR CUSTOMERS KNOW US FOR OUR HONESTY AND “CAN DO” ATTITUDE. OUR CURRENT CORPORATE IDENTITY IS ONE THAT REFLECTS THE AGGREGATE OF OUR LAST TEN YEARS OF BUILDING. WE ARE NOW READY TO ELEVATE IT TO REFLECT THE FULL DYNAMIC OF WHO WE ARE.

Our logo will not change because we are not changing our DNA. However, we are becoming more focused, bigger and unified as one global entity. We want to project to the safety market that PIP is positioning itself as a referenced-leader in consumable safety products while retaining its human centric and collaborative approach to doing business. At the same time, we want to reinforce that we are definitely more than just gloves. Together with our partners, we will intensify our end-user focus to key market channels by offering more of a total solutions approach along with the educational support.

By way of this document, we set in motion a Brand Rationalization and Standardization Program that will be on-going over the next 18 months. Full implementation of this program as it affects all media, labeling and packaging related to PIP will be complete by August 2014. This program will be led by the Director of Global Marketing.



BRAND ARCHITECTURE

MASTER BRAND

DEFINED AS A BRAND THAT SUPERSEDES ALL PRODUCT BRANDS AND SERVES AS CORPORATE IDENTIFIER.

PIP (spelled out as “P I P”, never pronounced as “Pip”) is the acronym of Protective Industrial Products Inc. Both are interchangeable, but PIP has resonated and is used more often. Therefore, PIP will serve as our Master Brand. Our goal is to ensure that it imparts a reassurance of quality, exceptional value and consistency to our customers. It must remain true to its humble beginnings as the company that is “Easy-To-Do-Business-With”. It must be continually defined as a supplier of broad-based consumable personal protective products. It is underscored with the “Bringing the Best of the World to You” tag line.

PIP will serve both as a corporate identifier and the product umbrella brand for all PIP consolidated products.

- Master brand of all consolidated products
- Unifying underscore to all Power and Partner brands
- Emotional differentiation “Easy-To-Do-Business, Flexible, we’re here to help you”

POWER BRANDS

DEVELOPED TO CREATE DOMINANCE IN A PRODUCT CATEGORY - MEETING KEY CRITERIA WHICH ARE:

- Regroup key products that are PIP-owned and have acquired notoriety
- Unique Selling Proposition is functionally differentiated with a potential for emotional differentiation
- Extendable
- ROI justified to create high awareness and recall



GLOBAL CORPORATE GUI

PARTNER BRANDS

PARTNERED VENDOR BRANDS WHERE ASSOCIATION AND SUPPORT PROVIDES PIP WITH A LEVERAGEBLE ADVANTAGE IN THE MARKET.

- Recognized Unique Selling Proposition
- Global recognition
- Emotionally and functionally differentiated



DESCRIPTOR BRAND

BRANDS ASSOCIATED WITH SPECIFIC STYLES OR PRODUCT FAMILIES.

They do not meet the criteria of Power Brand, but have some functional differentiation and emotional differentiation. Typically their names tend to describe products function, application or strength.

- Logo continues to exist only as it appears on product and/or packaging
- Print and other media will reference with block letters.

For example:

- ARMOR® FLEX Chemical Resistant Gloves
 - AMBIDEX® Disposable Gloves
 - GREAT WHITE® Cut Resistant Gloves
- and more (see page 16)



INGREDIENT BRANDS

REFER TO THE BRAND OF A SPECIAL COMPONENT OR TECHNOLOGY USED TO ENHANCE PRODUCT PERFORMANCE.

- Logos may appear on literature and are subject to marketing approval based on real estate and possible coop allowances
- Ingredient Brand tags may appear discreetly on products



DELINES FOR PIP'S BRAND IDENTITY

LOGOS

LOGOS ARE SYNONYMOUS WITH A SIGNATURE.

It is a combination of the type style and/or symbol that is used to identify the brand. As such it should never be embellished, outlined, or altered in any way. Do not digitally expand, condense, or otherwise distort the proportions of the logo. Similarly, avoid outlines, drop shadows, and all other graphic treatments.

SYMBOL



SYMBOL WITH TYPE STYLE



INCORRECT LOGO TREATMENT



DO NOT
STRETCH OR DISTORT THE LOGO



DO NOT
MANIPULATE OR ALTER THE LOGO COLOR



DO NOT
MANIPULATE OR ALTER THE LOGO TYPE



DO NOT
ROTATE THE LOGO



DO NOT
USE A DROP SHADOW



DO NOT
MANIPULATE OR ALTER THE OPACITY



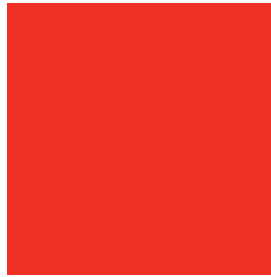
DO NOT
USE AN OLD VERSION

COLOR PALLET

OUR COLORS ARE BLACK AND RED, COMPLEMENTED BY THE SUBTLE UNDERTONE OF GREY.

All appear on a white or light gray background when used on marketing collateral. When used with ample whitespace, this palette creates a confident, yet friendly feel.

IDENTITY COLORS



PANTONE® 485

C: 8 R: 220 Hex:
M: 97 G: 41 CD1B00
Y: 100 B: 30
K: 1



PANTONE® 425

C: 65 R: 87 Hex:
M: 55 G: 90 575A5D
Y: 52 B: 93
K: 24



PANTONE® 425 - 80% TINT

C: 52 R: 113 Hex:
M: 44 G: 113 717173
Y: 42 B: 115
K: 21



BLACK

C: 0 R: 35 Hex:
M: 0 G: 31 231F20
Y: 0 B: 32
K: 100

TYPOGRAPHY

CONSISTENCY IN THE USE OF TYPOGRAPHY ENHANCES COMMUNICATIONS CLARITY AND BUILDS FAMILIARITY.

The font family **Berthold Akzidenz Grotesk** is the primary typographic voice used on all headers and body. Berthold Akzidenz Grotesk is modern, highly legible, and is available in a complete series including condensed and extended versions. Berthold Akzidenz Grotesk is easily substituted with **Arial** should Berthold Akzidenz Grotesk not be readily available.

HEADLINE

Berthold Akzidenz Grotesk Light Condensed

HEADLINE
EXAMPLE

SUB HEAD 1

Berthold Akzidenz Grotesk Medium Extended

SUB HEAD 1 EXAMPLE

SUB HEAD 2

Berthold Akzidenz Grotesk Bold

SUB HEAD 2 EXAMPLE

BODY

Berthold Akzidenz Grotesk Regular

Body Example

BERTHOLD AKZIDENZ GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK SUPER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK LIGHT EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD EXTENDED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK EXTRA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GRAPHICAL ELEMENTS

GRAPHICAL ELEMENTS ARE REPEATED KEY DESIGN FEATURES THAT BECOME SYNONYMOUS WITH OUR BRAND IDENTITY. THEY HAVE BEEN DEVELOPED TO BRING A DISTINCT AND COHESIVE TIE-IN TO OUR COMMUNICATION.

Our graphical elements represent the passion and heart of the PIP brand. They add dynamism and emphasis to all collateral. When designing advertising, brochures and panel, they are strongly emphasized to attract the eye. They can also be used as background when subtly is important such as is the case with Specification Data Sheets.



PHOTOGRAPHY | PRODUCT USE

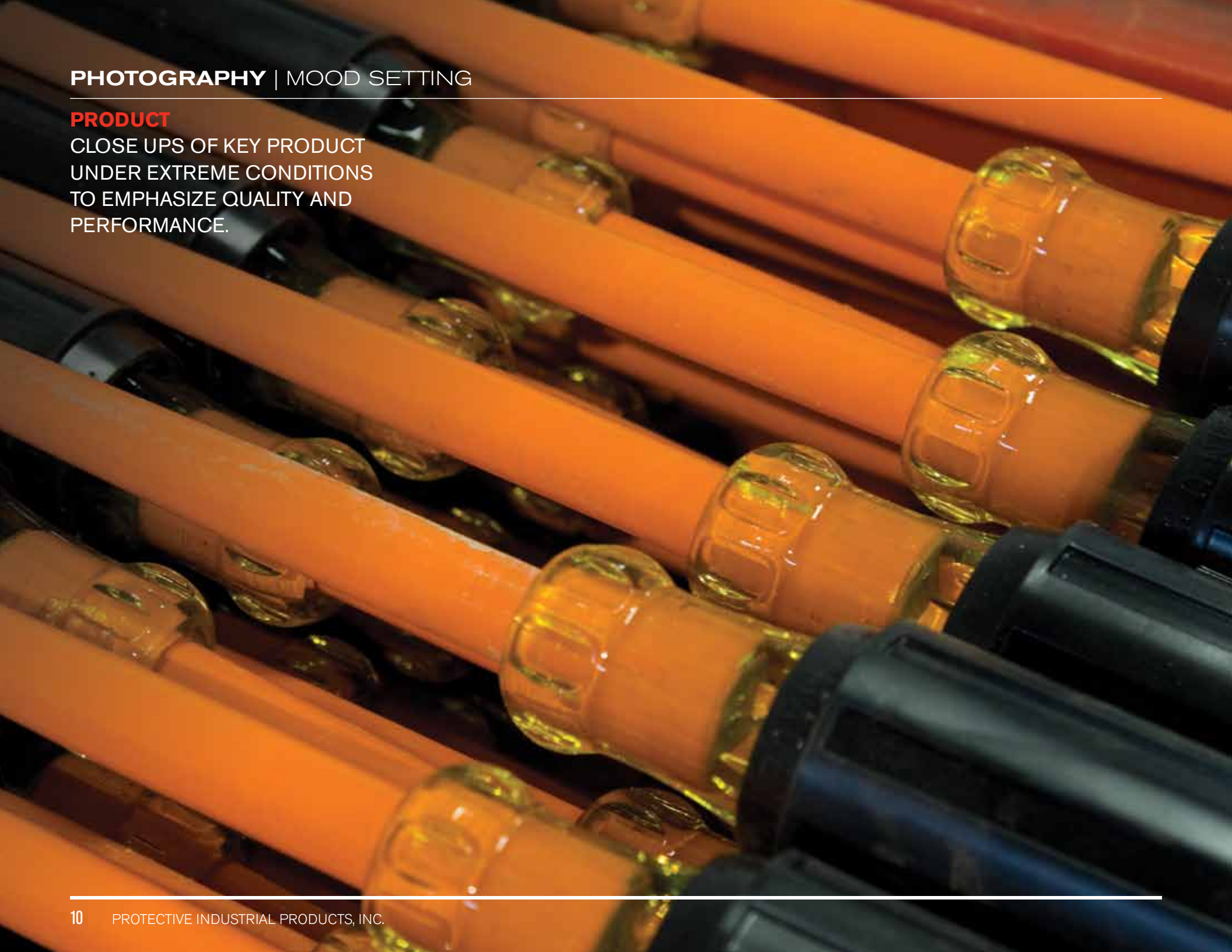
CLOSE UPS OF OUR PRODUCTS IN ACTION. PRODUCT DESCRIPTIONS OR LOGOS SHOULD BE VISIBLE.



PHOTOGRAPHY | PRODUCT BEAUTY SHOTS

FUNCTIONAL CLOSE UPS
OF PRODUCT ON A WHITE
BACKGROUND OR SILHOUETTED.
USE IS RELATED TO CATALOG
AND PRODUCT VISUALIZATION.
GLOVES ARE HAND SHAPED.
GARMENTS WORN ON HEADLESS
MANNEQUINS FOR EASY
COMPARISON. NO ITEM IS
EVER TO APPEAR FLATTENED.





PHOTOGRAPHY | MOOD SETTING

PRODUCT

CLOSE UPS OF KEY PRODUCT
UNDER EXTREME CONDITIONS
TO EMPHASIZE QUALITY AND
PERFORMANCE.

PHOTOGRAPHY | MOOD SETTING

MODEL

PRODUCT SHOTS THAT ARE IN USE ON A MODEL EMPHASIZING QUALITY AND PERFORMANCE. MODELS ARE CONCENTRATED ON WORK ENVIRONMENT NOT SMILING TO CAMERA.



THE BRAND APPLIED | MARKETING COLLATERAL

PIP
PROTECTIVE INDUSTRIAL PRODUCTS

INNOVATIVE SAFETY SOLUTIONS

BRINGING THE BEST OF THE WORLD TO YOU®

POSTER OR POP-UP DISPLAY

PIP

Protective Industrial Products, Inc.
26 Computer Drive East, Albany, NY 12205
Phone: 518.595.1234
Fax: 518.795.1002
www.pip-usa.com

BRINGING THE BEST OF THE WORLD TO YOU®

STATIONERY

PIP SPECIFICATION SHEET 339-1766

VALUE BLACK TRIM BOMBER

APPLICATIONS

CARE INSTRUCTIONS

TECHNICAL DATA

DIMENSIONS

BARCODES

SPECIFICATION SHEETS

PIP

PRODUCTS | SELECTOR GUIDES | DISTRIBUTOR TOOLS

PERSONAL PROTECTIVE EQUIPMENT

WEBSITE

PIP

Anthony Di Giovanni
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Phone: 518.595.1234
Fax: 518.795.1002
adigovanni@pip-usa.com
www.pip-usa.com

BRINGING THE BEST OF THE WORLD TO YOU®

BUSINESS CARD

FIRST AID KITS & PRODUCTS

ELECTRICAL SAFETY PRODUCTS

TRAFFIC SAFETY PRODUCTS

CRITICAL ENVIRONMENT PRODUCTS

BANNERS

PIP PROTECTIVE INDUSTRIAL PRODUCTS

PRODUCT GUIDE

BRINGING THE BEST OF THE WORLD TO YOU®

PRODUCT GUIDE OR BROCHURES

PIP

Protective Industrial Products

History and Sales of PIP

June 2013

What are our guiding principles?

Vision
To be the leader in providing the highest value consumable personal protective gear engagement available from around the world at the lowest possible total cost.

Mission Statement
To help our customers grow market share by enabling them to selling our products profitably.

Strategy

- Create a distribution network
- Provide world class channel management
- Create highly responsible branding
- Deliver consistent product quality
- Provide "best-in-class" customer service
- Maintain an efficient and low cost overhead structure

BRINGING THE BEST OF THE WORLD TO YOU®

POWERPOINT TEMPLATE

PIP

Anthony Di Giovanni
Director of Global Marketing
26 Computer Drive East, Albany, NY, 12205

Phone: 518.595.1234
Fax: 518.795.1002
Email: adigovanni@pip-usa.com

Protective Industrial Products Inc.
BRINGING THE BEST OF THE WORLD TO YOU®

www.pip-usa.com | Check out our Products | Subscribe to Newsletter | Email Privacy Policy

EMAIL SIGNATURE

THE BRAND APPLIED | LABELING & PACKAGING

OUTER CARTON



**PREMIUM
FULL COLOR
OUTER CARTON ON
WHITE CARDBOARD**



**ECONOMY
ONE COLOR
OUTER CARTON
ON CORRUGATED
CARDBOARD**

VEST PACKAGING



APPAREL BRANDING



BRANDING TEMPLATES FILE TRANSFER

TO DOWNLOAD FILES

- Go to: www1.pipusa.com/global-guidelines
- Enter the password: **pip123**
- Here you will have access to download:
 - PIP Global Brand Strategy Book
 - All acceptable PIP logos, fonts and marketing templates

This resource will be evolving and new files will be added on a constant basis.

**THIS LINK IS FOR PIP INTERNAL USE ONLY.
DO NOT SHARE WITH ANYONE OUTSIDE THE
PIP ORGANIZATION.**

TO UPLOAD FILES

Use this resource to send files to PIP Global Marketing for review:

- Go to: www.wetransfer.com
- Add a **pdf** file for review
- Add the following email address for Global Marketing contacts:
 - adigiovanni@pipcanada.ca
 - jamyot@pipusa.com
- Include a message explaining the project details

QUESTIONS

Contact Joshua Amyot in PIP Global Marketing

- jamyot@pipusa.com
- 518-595-1542

BRAND ARCHITECTURE | DETAIL OF USE

BRAND TYPE	USE	LOGO PLACEMENT
Masterbrand	Corporate stationery and templates	As per guidelines
Masterbrand	Products	Consistent placement to maximize brand presence.
Masterbrand	Piece Literature	Consistent placement to maximize brand presence
Masterbrand	Product Guides and Market Channel Literature	If combining Power or Partner brands along with PIP Master brand, eg. Channel brochure for all Electrical products – containing both PIP apparel and Novax gloves. PIP Master brand and imagery takes precedence. PIP Master brand is prominent at front and back.
Power brands	Products	Uniquely the power brand priority placement.
Power brands	Piece Literature	Power brand takes precedence over Master Brand PIP. Master brand appears only at the back of literature piece as a “PIP Family Product” logo underscore creating a “paternal” link to the Power brand.
Power brands	Templates	Power brand with PIP Master Brand as footnote or underscore preferable living in a band.
Power brands	Web Integration	See above “Master Brand Product Guides and Compilation Literature – same basic rules apply.
Partner Brands	Products	Uniquely the Partner brand
Partner Brands	Piece Literature	Partner brand takes precedence over Master Brand PIP. Master brand may appear only at the back of literature piece as the “PIP Sales Partner” logo underscore creating a “leverageable” link to the Partner brand.
Partner brands	Templates	Partner brand with PIP Master Brand as footnote or underscore preferable living in a band.
Partner brands	Web Integration	See above “Master Brand Product Guides and Compilation Literature – same basic rules apply
Descriptor Brands	Products	Descriptor Brands Logo take precedence.
Descriptor Brands	All literature	Descriptor Brands will no longer appear as logos. They will only live on the product images and close ups.
Ingredient Brands	Products	Ingredient brand on a product, always in a subtle area
Ingredient Brands	All literature	Reduced size logo, as an endorsement

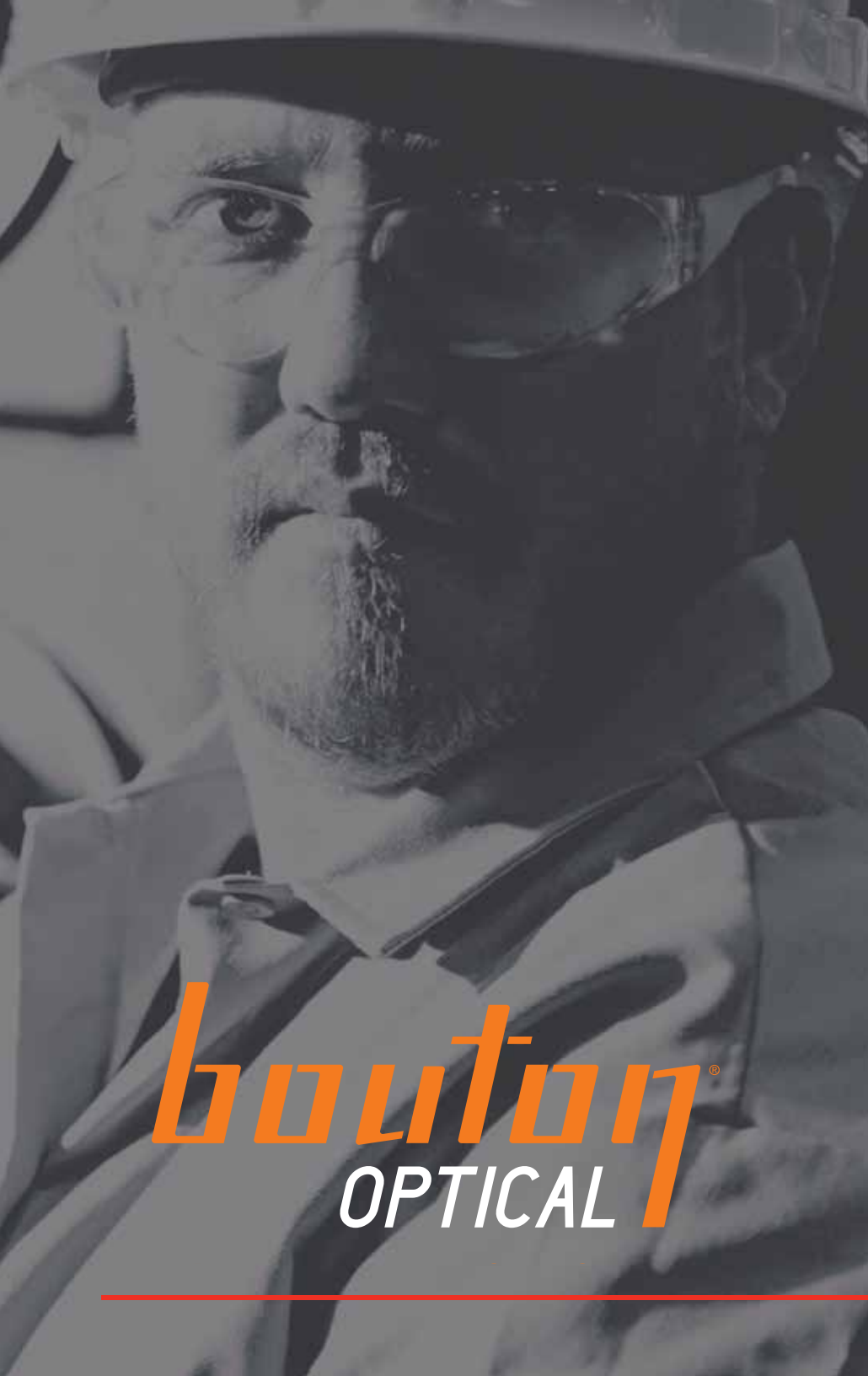
COMMENT 1	COMMENT 2
<p>Discrete placement with consistency on all mediums Tag line for reassurance of the value proposition may be used where appropriate</p>	<p>An attempt must be made to standardize the use of the PIP logo globally – all under one consistent logo. Discourage all local adaptations. Standard color palette. Only allowable change is the translation of “Protective Industrial Products.” Standard PPT, Word templates for correspondence.</p>
<p>Goal is to build brand equity while taking optimal advantage of real-estate and compliance issues</p>	<p>When using a Master product brand, there is enough association that it is encouraged to drop the “Protective Industrial Products” underscore. When used along with an Ingredient brand, they must be far enough away that they do not clash on the product, or create confusion. Large real-estate items may support both logos as long as PIP is consistent in size and positioning through the entire line. When used with a Descriptor brand, typically, PIP will be on the inside and not visible. Avoid dual logos.</p>
<p>If representing channel piece where multiple lines and brands are featured, PIP logo takes precedence. Descriptor Brands may only be featured if they are visible on product pictures. They can be emphasized with close ups, but no logo of the descriptor brands should appear along with PIP logo. Descriptor brand in headers and copy should not be stylized other than in CAPS</p>	<p>All imagery and graphics should be along the lines of the new PIP Product Guide. Tone should remain industrial and there should be more dynamic action shots to evoke emotion and identification. Piece literatures must go beyond Product Identification and FABs. They must engage and educate the reader. Comparatives and simplistic performance charts are vital.</p>
<p>Only other logos featured are Power Brands and Partner brands. Power brands or Partner brand logos must be reduced size and consistent in positioning throughout. Descriptor brands logos only appear when visible on products. Descriptor brand in headers and copy should not be stylized other than in CAPS. Ingredient brands logos may be featured, but must be significantly smaller and close to each product. (Exceptions are highlight boxes where we maximize coop allowance.)</p>	<p>All imagery and graphics should be along the lines of the new PIP Product Guide. Tone should remain industrial and there should be more use of dynamic action shots to evoke emotion and identification. Piece literatures must go beyond Product Identification and FABs. They must engage and educate the reader. Comparatives and simplistic performance charts are vital.</p>
<p>Power brand logo appears prominent on those products where there is adequate real-estate (preferred).</p>	<p>Never clutter by cramming dual logos when there is not too much real-estate on the product surface. e.g. gloves, PIP Logo may appear on the inside of the glove.</p>
<p>Power brand logo takes precedence. Ingredient brands logos may be featured, but must be significantly smaller and close to each product. (Exceptions are highlight boxes where we maximize coop allowance.)</p>	<p>Power brand has creative latitude on imagery that must accent the functional and emotional differentiator of the Power brand. There must be functionality and consistency as well as standardization and alignment so it is clear and easy to pick up on product differentiators. Tone should be in line with brand and the use of unique dynamic action shots to evoke emotion and identification. Piece literatures must go beyond Product Identification and FAB. They must engage and educate the reader. Comparatives and simplistic performance charts are vital. Imagery and graphics unique to Power brands must not be shared with other brands.</p>
<p>No power brand stationery or correspondence material</p>	
<p>Distinct tabs appearing on PIP site may portal user to micro site or unique literature</p>	
<p>Some exceptions on dual branding but case by case.</p>	
<p>Partner brand logo takes precedence. Ingredient brands logos may be featured, but must be significantly smaller and close to each product. (Exceptions are highlight boxes where we maximize coop allowance.)</p>	<p>Partner brand where the partner allows us creative latitude will follow the same rules as Power brands when related specifically to imagery that must accent the functional and emotional differentiator of the original brand. There must be functionality and consistency as well as standardization and alignment so it is clear and easy to pick up on product differentiators. Tone should be in line with brand and the use of their dynamic action shots to emphasize emotion and identification. Piece literatures must go beyond Product Identification and FAB. They must engage and educate the reader. Comparatives and simplistic performance charts are vital. Imagery and graphics unique to Partner brands must not be shared with other brands. In all cases, it is worthwhile to request imagery and graphics from the Partner brand.</p>
<p>Never power brand stationery or correspondence material. This is not our brand.</p>	
<p>Distinct tabs appearing on PIP site may portal user to micro site or unique literature</p>	
<p>Only on those products where there is adequate hidden real-estate (eg inside of garment) may include PIP Logo</p>	<p>Never clutter by cramming dual logos</p>
<p>PIP logo takes precedence. Descriptor brand should be featured as close-up on the product. All Descriptor brands when mentioned in print will be CAPS BOLD on headers and CAPS ONLY -NO BOLD on body.</p>	<p>Avoid clutter and confusion by clashing multiple logos.</p>
<p>Any inclusion must include coop dollars to PIP</p>	
<p>Must be a true ingredient brand such as Dupont™ Kevlar® or 3M Scotchlite™</p>	<p>Any inclusion must include coop dollars to PIP</p>

CURRENT BRAND ARCHITECTURE (USA)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE	PIP	Bouton Optical G-Tek Assurance Brahama Mud West County	ATG Bollé Safety JSP Pacific Helmets Novax E-flare Flamesafe Cool Medics	Armor Chemgrip Great White PermFlex ExtraTuff ProCoat Ambi-dex Journeyman Maximum Safety Gunner Auto X CleanTeam Tempgard Cabaret ESP by PIP EZ-Cool E-Cooline Falcon Torque	Dupont Kevlar 3M Scotchlite Dyneema, Diamond

ACTION PLAN

	OLD BRAND	CONSOLIDATED	ACTION
RATIONALIZE	SafetyGear	PIP	Begin process of elimination of SafetyGear brand and replacement with PIP on all literature, packaging and product
	CESG	PIP	Begin process of elimination of CESG brand and replacement with PIP on all literature, packaging and product
	Alliance	PIP First Responder Products	Once NFPA 2013 products are passed, we will elevate this
	McHenry / MMI	PIP	Begin process of elimination of McHenry or MMI brand and replacement with PIP on all literature, packaging and product



bouton[®]
OPTICAL

UNDERSTANDING BOUTON OPTICAL

Recently acquired H.L. Bouton is rebranded Bouton Optical. The addition of the “Optical” moniker reinforces that Bouton isn’t the same old company, but is reborn as a full line offering multiple styles and lens technologies. Bouton Optical is rebranded as the “worker’s brand.” Choices are easy, prices are competitive and Bouton Optical talks to the end-user.

THE BRAND WILL BE POSITIONED AS A FRIEND TO THE WORKER. EASY TO UNDERSTAND, ACCESSIBLE AND FOCUSED ON THE USER, BOUTON OPTICAL WILL MAKE USE OF IDENTIFIABLE VISUALS THAT RELATE TO THE WORKER. THE LINE IS TOUGH AND BOLD AND CONNECTS WITH WHAT THE WORKER WANTS TO SEE AND HEAR.

Bouton Optical represents and acts as a true power brand of PIP. It lives and is projected as practically its own company. Outlined below are the guidelines for its use and representation.

POWER BRAND STRATEGY

LOGOS

THE BOUTON OPTICAL LOGO IS BOLD AND SLIGHTLY RETRO, BUT APPROACHABLE.

It includes a tag line that effectively helps to identify the product category. The logo should never be embellished, outlined, or altered in any way. Do not digitally expand, condense, or otherwise distort the proportions of the logo. Similarly, avoid outlines, drop shadows, and all other graphic treatments.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



INCORRECT LOGO TREATMENT



DO NOT
STRETCH OR DISTORT THE LOGO



DO NOT
MANIPULATE OR ALTER THE LOGO COLOR



DO NOT
MANIPULATE OR ALTER THE LOGO TYPE



DO NOT
ROTATE THE LOGO



DO NOT
USE A DROPSHADOW



DO NOT
MANIPULATE OR ALTER THE OPACITY



DO NOT
USE AN OLD VERSION

COLOR PALLET

BOUTON OPTICAL'S COLORS ARE ORANGE AND GRAY - CONTRASTING YET FAMILIAR COLORS THAT GIVE VIEWERS A SENSE OF APPROACHABILITY AND FAMILIARITY.

Secondary colors are used solely for product segmentation or put over a background on specific image enhancement.

IDENTITY COLORS



PANTONE® 166

C: 8 R: 220 Hex:
M: 97 G: 41 CD1B00
Y: 100 B: 30
K: 1



PANTONE® Cool Gray 11

C: 65 R: 87 Hex:
M: 55 G: 90 575A5D
Y: 52 B: 93
K: 24

SECONDARY COLORS



PANTONE® 7462

C: 100 R: 0
M: 66 G: 90
Y: 24 B: 140
K: 6
Hex: 005A8C



PANTONE® 7459

C: 77 R: 44
M: 27 G: 149
Y: 20 B: 181
K: 0
Hex: 2C95B5



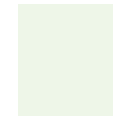
PANTONE® 188

C: 33 R: 122
M: 92 G: 37
Y: 71 B: 49
K: 37
Hex: 7A2531



PANTONE® 4505

C: 39 R: 153
M: 39 G: 134
Y: 86 B: 67
K: 10
Hex: 998643



PANTONE® 7485

C: 15 R: 217
M: 3 G: 228
Y: 22 B: 205
K: 0
Hex: D9E4CD



PANTONE® 395

C: 13 R: 232
M: 0 G: 231
Y: 100 B: 0
K: 0
Hex: E8E700



BLACK

C: 0 R: 35
M: 0 G: 31
Y: 0 B: 32
K: 100
Hex: 231F20



WHITE

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0
Hex: FFFFFFFF

TYPOGRAPHY

CONSISTENCY IN THE USE OF
TYPOGRAPHY ENHANCES
COMMUNICATIONS CLARITY,
BUILDS FAMILIARITY.

Capsuula Regular is the font used for headlines. The font family **Berthold Akzidenz Grotesk** is the primary typographic voice used on some headers and body. Berthold Akzidenz Grotesk is modern, highly legible, and is available in a complete series including condensed and extended versions. Berthold Akzidenz Grotesk is easily substituted with **Arial** should Berthold Akzidenz Grotesk not be readily available.

HEADLINE

Capsuula Regular

HEADLINE
EXAMPLE

SUB HEAD 1

Berthold Akzidenz Grotesk Bold Extended

SUB HEAD 1 EXAMPLE

SUB HEAD 2

Berthold Akzidenz Grotesk Bold

SUB HEAD 2 EXAMPLE

BODY

Berthold Akzidenz Grotesk Regular

Body Example

CAPSUULA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BERTHOLD AKZIDENZ GROTESK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BERTHOLD AKZIDENZ GROTESK SUPER

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BERTHOLD AKZIDENZ GROTESK EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK LIGHT EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD EXTENDED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BERTHOLD AKZIDENZ GROTESK BOLD EXTENDED ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

BERTHOLD AKZIDENZ GROTESK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BERTHOLD AKZIDENZ GROTESK BOLD CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BERTHOLD AKZIDENZ GROTESK EXTRA BOLD CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

GRAPHICAL ELEMENTS

GRAPHICAL ELEMENTS HINGE ON THE USE OF DIAGONAL FLOW ELEMENT.

It adds the modern twist to the Bouton Optical logo which alone has strong elements of legacy.



PHOTOGRAPHY | PRODUCT USE IN DEFINED CHANNELS

WORKERS USING OUR PRODUCTS ARE ALWAYS IN ACTION AND ARE TRUE WORKERS. LOGOS MAY BE VISIBLE. ACCENT IS ON CLEARLY IDENTIFYING THE MARKET CHANNEL. ALL IMAGES ARE HD ENHANCED TO ACCENTUATE THE TOUGHNESS OF THE INDUSTRIAL MAN.



PHOTOGRAPHY | PRODUCT BEAUTY SHOTS

FUNCTIONAL CLOSE UPS OF
PRODUCT ON A TRANSPARENT
BACKGROUND.





PRODUCT GUIDE OR BROCHURES

bouton
OPTICAL
RADAR
SPECIFICATION SHEET

RIMLESS SAFETY GLASSES MIL-STD-28811 CANADA READY

DESCRIPTION

One-piece lens design with stylish temples that are sure to get you noticed

- Lightweight, rimless design offers optimal protection
- Bayonet temples are rubber co-molded for a comfortable fit
- Non-slip rubber nose pads provide a secure fit
- "Fogless" lens coating as standard (except on clear AR lens)
- Also meets CSA Z94.3 requirements for Canada
- 10 Base curve lens

Polycarbonate lenses block 99.9% of the sun's ultraviolet rays. This ultraviolet protection has already been incorporated within the lens material when the lenses are being produced.

USED FOR GENERAL MANUFACTURING AND ANYWHERE EYE PROTECTION IS NEEDED

LENS		
TYPE	Single	
MATERIAL	Polycarbonate 99.9% UVB and UVB light absorption	
THICKNESS	7mm	
BASE CURVE	10	
TEMPLES		
DESIGN	Rimless	
MATERIAL	?	
SAFETY STANDARDS		
ANSI Z87.1	Yes	
CSA/CEA Z94.3	Yes	
PACKAGING		
PACKAGING	?	
CASE SIZE	Int: 1 x 1 x 1 Ext: 1 x 1 x 1	
CASE WEIGHT	?	
COUNTRY OF ORIGIN	?	
HARMONIZATION CODE	?	

ITEMS NUMBERS & BARCODES				
ITEM #	TEMPLE COLOR	LENS COLOR & COATING	EACH	OPC BARCODES
200-45-0020	Grey	Clear, Anti-Scratch/Anti-Fog	1	?
200-45-0021	Grey	Clear, Anti-Scratch/Anti-Fog	1	?
200-45-0010	Grey	Clear, Anti-Reflective/Anti-Scratch	1	?
200-45-0120	Grey	Yellow/Outer Blue, Anti-Scratch/Anti-Fog	1	?
200-45-1020	Red	Clear, Anti-Scratch/Anti-Fog	1	?
200-45-1021	Red	Clear, Anti-Scratch/Anti-Fog	1	?
200-45-1010	Red	Clear, Anti-Reflective/Anti-Scratch	1	?
200-45-1120	Red	Yellow/Outer Blue, Anti-Scratch/Anti-Fog	1	?

PROTECTIVE INDUSTRIAL PRODUCTS, INC. / 26 Computer Drive East / Albany, NY 12206
800-262-5755 / 518-861-0144 fax / sales@pipusa.com / www.pipusa.com

SPECIFICATION SHEET



POSTER OR POP-UP DISPLAY

ADVERSARY

- Sleek, lightweight and comfortable design
- Comes with a...
- Wraparound
- Ribbed rubber
- Bayonet temp...
- Temple tips c...
- 8 Base curve
- Meets ANSI 2...
- CSA Z94.3 c...

bouton
OPTICAL

a clear vision of safety

2013
PRODUCT LAUNCH

POWERPOINT TEMPLATE



DISPLAY BOX

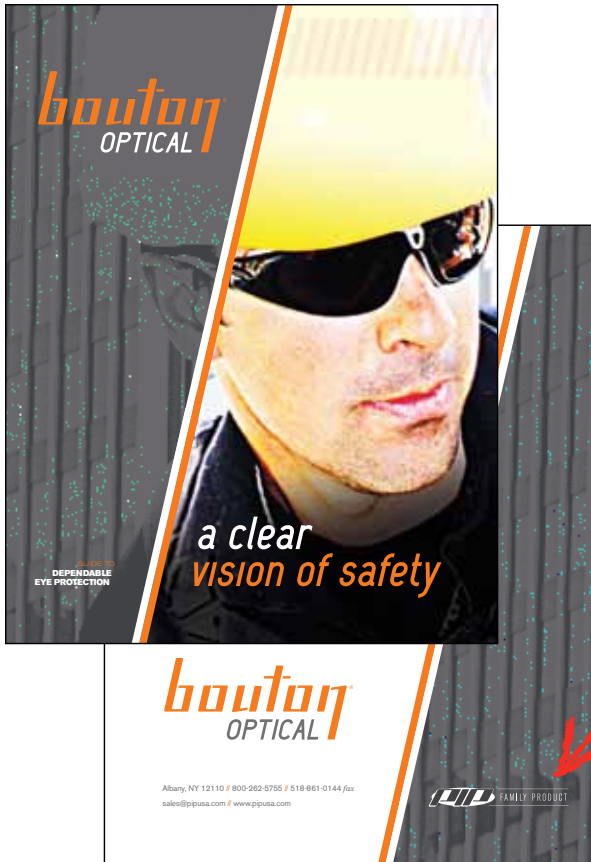


OUTER CARTON

POWER BRAND ARCHITECTURE

ALL POWER BRAND MARKETING MATERIALS MUST FEATURE THE PIP FAMILY PRODUCT LOGO.

The Master brand appears only at the back of the literature piece, or as a footer “PIP Family Product” logo creating a “paternal” link to the Power brand



PIP FAMILY PRODUCT LOGO



HYBRID POWER BRANDS



The G-Tek brand is well known in hand protection. Yet it will not be ready to morph into full power brand status until there is a reorganization and possible rationalization of the hand protection line. G-Tek will likely be associated with coated knits only.



The Assurance brand started as a power brand. However, it has not had anywhere near the notoriety enjoyed by its main competitors. Once again this must be assessed, but, as a minimum, the Assurance brand must be featured prominently on all marketing of its products.



These retail brands will remain as they currently are.

PARTNER BRANDS

PARTNER BRAND COLLETERAL WILL RETAIN THE LOOK AND FEEL OF THE BRAND; HOWEVER, ALL COLLATERAL MUST BE ADAPTED TO THE REGIONAL MARKET.

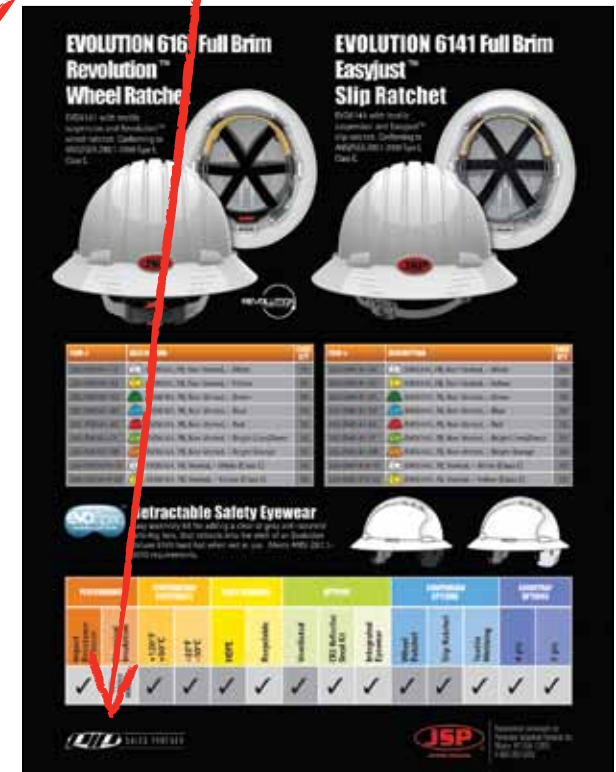
What to look for:

- Conversion (imperial/metric)
- Local standards and certifications
- Addition of PIP Sales Partner logo as the paternal link

PIP SALES PARTNER LOGO



PARTNER BRAND STRATEGY



THE INTERNATIONAL FACTOR

WHILE PIP IS PRESENT GLOBALLY, ITS MAIN BRAND AND SUB-BRANDS ARE CURRENTLY REPRESENTED DIFFERENTLY. THE GOAL IS TO ALIGN ALL BRANDS AND FORMATS INTO ONE IN ORDER TO PRESENT ONE GLOBAL COMPANY.

Going forward, all new and significant marketing collateral will follow the guidelines of this document and should be reviewed by Global Marketing in Albany to ensure consistency. Below are examples of PIP variations that we must change:

SYMBOL WITH CHINESE TYPE STYLE



SYMBOL WITH FRENCH TYPE STYLE



SYMBOL WITH SPANISH TYPE STYLE



SYMBOL WITH ITALIAN TYPE STYLE



SYMBOL WITH GREEK TYPE STYLE



INCORRECT LOGO TREATMENT



ONE GLOBAL COMPANY

BRAND ARCHITECTURE PLANNER (ASIA/PACIFIC)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE					

BRAND ARCHITECTURE PLANNER (EUROPE)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE					

BRAND ARCHITECTURE PLANNER (MEXICO)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE					

BRAND ARCHITECTURE PLANNER (LATIN AMERICA)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE					

BRAND ARCHITECTURE PLANNER (OTHER)

	MASTER BRAND	POWER BRANDS	PARTNER BRANDS	DESCRIPTOR BRANDS	INGREDIENT BRANDS
ORGANIZE					



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