

# STRATEGIC MESSAGING

Brand Standards Manual 2012



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# PURPOSE

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## What is a Strategic Messaging and Brand Standards Manual and why is it important to have one?

The Fernco Brand represents the experience and perception of our products with our customers, partners and employees, since 1964. We have symbolized Innovation and Pioneering commitment to the Plumbing and Waterworks Professionals around the world.

The creative direction we are undertaking is to advance the importance of consistency of our brand message to our worldwide audience. Fernco is the Brand the world has come to know over the years and it should be seen in a consistent light. By adhering to a common look and style such as, colors, fonts, logos, images, and style as well as our ad message, we keep the brand consistent and easy to remember in the mind of the customer. This consistency must be maintained across everything, including business cards, letterhead, envelopes, invoices, signage, banners, ads... everything.

The process is straight forward and proven to build brand awareness. When our customer hears and sees the same message in the same way at each point of contact it builds brand awareness. This making our brand recognizable, differentiating us from our competition. This formula of consistency will assist all that come in focus or in touch with Fernco Products. Our customers today are seeing us as a world market leader; therefore we need the tools to keep us in check.

The pages in this booklet represent the Fernco story, and what each brand stands for, why and what they do and what is important to it. This document is a living document and will continually grow, but it grows internally as we share ideas and learn about what is working and what may not be working in this changing market place.

Most importantly, it will enable us to further establish Fernco as the global leader of PVC couplings and establish the key benefits of selecting Fernco versus our competitors.

**Simply put, the revitalized brand will help to:**

- **Connect** customers to Fernco, giving them strong reasons to believe (and buy)
- **Spawn** ownership of the strategy among employees and key partners
- **Deliver** to the whole organization a clearer sense of purpose and common direction
- **Funnel** the way Fernco services and sells to its customers
- **Contribute** the basis for setting business priorities and establishing a performance criteria.
- **Crystallize** what is great about Fernco and its team
- **Characterize** further the difference between Fernco and its individual products brands and our competitors
- **Safeguard** accountability amongst all
- **Deliver** to all employees, partners and key distributors a competitive advantage

# OVERARCHING BRAND/MARKETING STRATEGY

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Second quarter of 2012 the Cooper family undertook the direction to bring all of their company's under one umbrella to establish its Brand position and common goals.

**We felt we needed to take a critical look at the marketing of all of the Fernco brands, with an eye towards:**

- Strengthening our understanding of issues most important to those involved in the selection of a Fernco product
  - Strengthening our understanding of issues most important to those involved in the selection for a Fernco product
  - Re-working our messaging and story to be more relevant, compelling and differentiating to our numerous target audiences; ultimately generating competitive advantage messages by audience
  - Drum up support and use of our newest marketing materials, both to better convey and strengthen our consistent message as to bring a comfort level to our materials.
  - Broaden our scope of the Fernco brand(s) to wider audiences – reach into new Markets
- Fernco is the established name in the market place. When Professionals ask for a coupling they ask for a 'Fernco'. Use this brand awareness to appeal to new audiences.
  - Fernco stands behind their products with a strong warranty.
  - When you buy Fernco couplings you buy American – Fernco couplings are made in the USA
  - Fernco the product used by Professionals
  - Fernco continues to grow and stays in touch. Internet and social media are on the rise and Fernco will figure out a way to keep in touch with their customers.





# OVERARCHING AUDIENCE MESSAGE

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## Wholesaler / Distributor / Retail:

Fernco couplings are the product professionals ask for. For over 45 years Fernco has been the market leader. When a customer wants a coupling they call out for a 'Fernco'. Backed by the best customer service team in the industry, Fernco stands behind their products.

### Benefits to be communicated include:

- Full line of products
- One source solution
- Code approved and market accepted
- Asked for by name
- Nationally recognized
- Support materials, drawings, Instructions, videos, catalogs, cut sheets
- Merchandising materials available on-line or on request
- International reach
- Competitive pricing
- Hassle-free Product
- Internet supported for easy searchability
- Market leader



# BRAND MESSAGE

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## Objectives

Our foundation is our logo, website, packaging and promotional materials.

- Delivers the message clearly
- Confirm our credibility
- Connect to target prospects emotionally
- Motivate the buyer
- Reinforce User Loyalty

## Strategy (thinking)

- Use our Logo and Colors consistently to produce a clean and easy to recognize format
- Keep in the know, update materials as needed
- Use testimonials, display samples, and action photos showing our products in use
- Offer buyer incentives, competitive variance agreements
- Connect with users on their terms – web, social media, mobile apps, videos

## Marketing Plan (how do we do it)

- All print literature to follow a consistent look
- Bring all Websites under one direction
- Ask for testimonials on social media sites – reward those that do
- Incentivize Shipping (if they buy X amount of product)
- Email campaigns, website traffic, YouTube, social media
- What are they saying about Fernco? (Monitor the market place via the Internet)
- Keep abreast of industry trends and changing technology
- White papers are a great way to support our products
- Fernco couplings are made in the USA!
- How to Videos – show us the way and tie in YouTube
- Add Website survey's – Tune into what customers want and listen to what they are saying
- Today's customer is changing - anytime, anywhere access
- Smart phones are changing very fast and offer new ways for us to connect to them – add QR (quick response) codes as appropriate

# GENERAL RULES

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- Currency: Tailor to the country of record
- Measurement units: Metric or imperial units - tailor to the country of record
- Use of ® and ™: Use the symbol the first time the word is mentioned – if that's in the title, then use it there but not in the content/text itself.
- Telephone and Fax numbers use a hyphen after the area code and a hyphen after the first three digits 810-653-9626

## Spellings:

<b>QwikSeal</b>	<b>Wax Free Toilet Seal</b>	<b>Multi-Tite Pipe Gaskets</b>
<b>Pow-R Wrap</b>	<b>Wax Free Urinal Seal</b>	<b>O-Rings</b>
<b>Pow-R Patch</b>	<b>Western Series (WC)</b>	<b>No-Hub Couplings</b>
<b>Pow-R Pack</b>	<b>Qwik Tees</b>	<b>Donut</b>
<b>Industrial Pow-R Wrap</b>	<b>Qwik Ells</b>	<b>ProFlex</b>
<b>Pow-R Belt</b>	<b>Qwik Caps</b>	<b>Fix-A-Flange</b>
<b>StormDrain Plus</b>	<b>Flexible Qwik Traps</b>	
<b>Ultra-Rib Sewer Pipe Couplings</b>	<b>PlumbQwik</b>	

## Fernco Communicative and Legal Name

- Our communicative name is Fernco. Our legal name is Fernco Inc.
- Do not use Fernco Inc. name in your communications.

# Acceptable language for use with Code Approved Marks

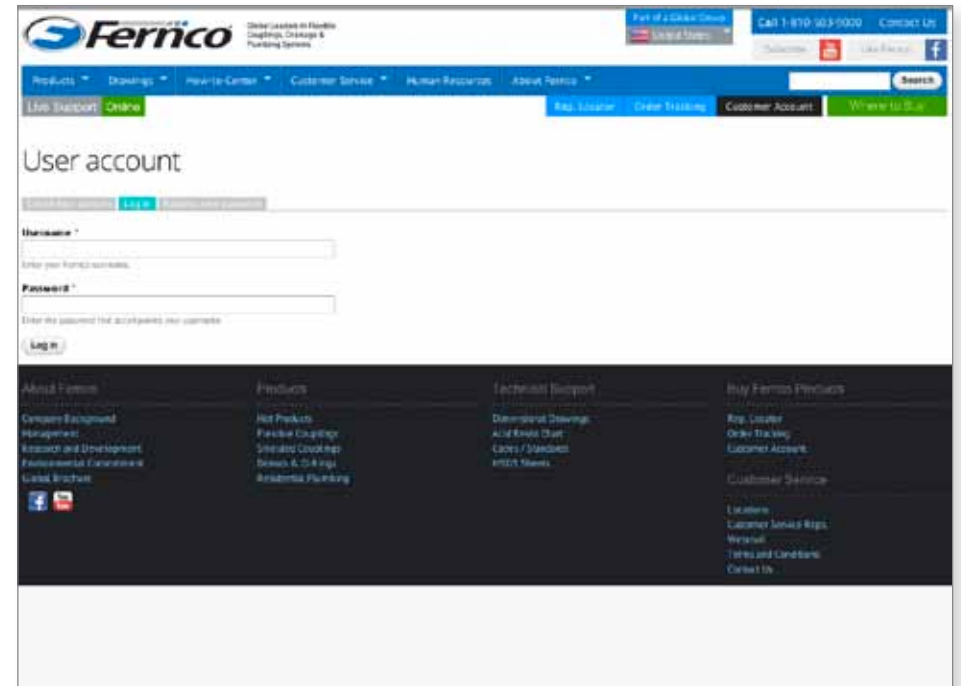
- Please review each Marks website for current usage instructions before posting

## Fernco Proprietary Information

- Do not post any of Fernco Price List(s) on any websites
- All Photos, Logos or related artwork can be downloaded via the Fernco website after a log-in is created
- You must be a Fernco employee or Fernco customer to be able to create a website log-in account

## Distributor, Wholesaler and Fernco Representative Website(s)

- Must include our current logo
- All links must be to the Fernco home page (www.fernco.com), unless product specific requirements abide



CUSTOMER LOG-IN PAGE





# CORPORATE WEBSITE

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## Privacy Policy:

Fernco Inc. and its subsidiaries (“Fernco”) have a long-standing commitment to safeguard the privacy of information entrusted to us. The privacy principles and procedures set forth below are intended to tell you how we collect, use and distribute user information via our primary public web site ([www.fernco.com](http://www.fernco.com)), and any other web sites operated by Fernco (the “Site”). This Privacy Statement does not cover information collected from sources other than the Site. By using or accessing the Site, you are accepting the practices described in this Privacy Statement.

## Information on Privacy

The federal government and technology industry have developed practical tips to help you guard against Internet fraud, secure your computer and protect your personal information.

## Types and Uses of Personal Information

If you use the Site, personally identifiable information about you may be collected and processed by Fernco’s employees and agents. We generally limit access to personal information about you (except as otherwise disclosed in this Privacy Statement) to employees and agents who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs. In general, we only collect such information (such as your name, address, phone number, and e-mail address) when you knowingly provide it to us. If you access the restricted access portions of the Site, you may be required to provide additional personally identifiable information. Fernco may automatically collect or process your Internet domain or IP address, as well as your browser type, type of operating system you use, the domain name of your Internet service provider and pages visited on the Site, as part of the operation of the Site

or during the course of your activities on or use of the Site.

By using the Site (which resides in part on servers located in the United States), you unambiguously consent to any collection, processing, transfer or use of any personal data.

If you do not consent to any collection, processing, transfer, or use of such information, please discontinue use of the Site.

## Information We Collect and How We Use It

### Personal Information

You may choose to provide personal information (such as your name, address, phone number and email address) on the Site. This Privacy Statement lists some of the ways you may provide the information and the types of information you may submit, and how we may use such information. Some of the features listed below may not be present on a website or web page from which you have accessed this Privacy Statement.

### Contact Us

If you email us through the “Contact Us” link on the Site, we may ask for information such as your name, phone number, country, zip code and email address so we can respond to your questions and comments. You may choose to provide additional information as well, such as your postal address or fax number.

### Newsletters & Product Updates

If you would like to receive any of our newsletters or product update notices, we may ask for your name and email address so we can send you such requested newsletters and product update notices, and communicate with you.

(CONTINUED)

## Questionnaires and Surveys

We occasionally may ask visitors to the Site to complete online surveys and opinion polls to improve the usefulness of the Site. In conducting these surveys we may ask you for information such as your name and email address. We do not keep any personal information about you in connection with your participation in a survey unless you specifically agree to provide that information.

## Send Information

On certain pages of the Site you can send certain information and pages to your friends. To do so, we ask you to provide your name and your friend's email address. We also may ask for your email address. By providing another person's contact information to us, you acknowledge that you have obtained appropriate consent to provide this information and to have this individual receive the information you have asked us to send. We use this information to send the information and pages to your friends and to communicate with you. We will not use information you provide about other people for any purpose except the purpose you direct without first getting their consent.

## Parts and Accessories

If you purchase parts and accessories through the Site, we ask for your contact information, including your name, postal address, phone number and email address and your payment information, including your credit card number and billing and shipping information. We ask for this information so we can confirm and process your order, provide you with updates on your order, process any returns, contact you concerning your order, and otherwise communicate with you.

## Locating a Dealer or Distributor

If you would like to locate a dealer, we ask for your zip code. If you would like directions to a local dealer, we ask for your physical address. You may also choose to provide your email address when locating a dealer through the Site. We use this information to provide the contact information for and directions to a dealer.

## Buying Products, Parts and Accessories

If you would like to buy Fernco products, parts or accessories, we may ask for your zip code so we can direct you to the web site of an authorized dealer. For some products, parts or accessories we may allow you to purchase through our website and then provide your name, postal address, phone number and e-mail address

and payment information, including your credit card number and billing and shipping information to the authorized dealer who will fulfill your order.

## Non Personal Information

We may collect certain aggregate and non-personal information when you visit the Site. Aggregate and non-personal information does not relate to a single identifiable visitor. It tells us such things as how many users visited the Site and the pages accessed. By collecting this information, we learn how to best tailor the Site to our visitors. We collect this information either through "cookie" technology or with "web beacons", as explained below.

## Cookies

Like many companies, we may use browser cookies on the Site. Browser cookies are bits of text that are placed on your computer's hard drive when you visit certain web sites. We use browser cookies to tell us, for example, whether you've visited us before or if you're a new visitor and to help us identify features in which you may have interest. Browser cookies may enhance your online experience by saving your preferences while you are visiting a particular site.

The "help" portion of the toolbar on most browsers will tell you how to stop accepting new browser cookies, how to be notified when you receive a new browser cookie, and how to disable existing browser cookies. Remember though, without browser cookies, you may not be able to take full advantage of all the features of the Site.

We also may use flash cookies on the Site to enhance your online experience. Flash cookies are similar to browser cookies, except that they can store data more complex than simple text. Flash cookies, by themselves, cannot do anything to or with the data on your computer. In addition, flash cookies cannot access or remember your email address or other personal information unless you provide the information on the Site. We may use flash cookies to provide you with a better user experience. You can manage and disable flash cookies by clicking here for [Manage and Disable Flash Cookies](#).

*(CONTINUED)*

## Web Beacons

Certain pages on the Site contain “web beacons” (also known as Internet tags, pixel tags and clear GIFs). These web beacons allow third parties to obtain information such as the IP address of the computer that downloaded the page on which the beacon appears, the URL of the page on which the beacon appears, the time the page containing the beacon was viewed, the type of browser used to view the page, and the information in cookies set by the third party. We use log files to store the data that is collected through web beacons.

We may use third party web beacons to help manage online advertising. These web beacons are provided by our ad management partner. Web Beacons enable our ad management partner to recognize a unique cookie on your web browser, which in turn enables us to learn which advertisements bring users to the Site. The cookie on your web browser was placed by us, or by another advertiser who works with our ad management partner. With both cookies and web beacon technology, the information that we collect and share is anonymous and not personally identifiable. It does not contain your name, postal address, phone number, or email address.

## Third Party Advertising and Links to Other Web Sites

We may work with third parties to serve our ads on other web sites as well as the Site. Some of these ads contain cookies and/or web beacons that are used to track user behavior. This privacy policy does not cover the use of cookies or web beacons set by third parties. We do not have control over, or access to, the information contained in these third party cookies or web beacons. For more information about these specialized cookies and other technologies, and how to “OPT OUT” of information collection by these companies, we suggest you visit [http://networkadvertising.org/optout\\_nonppii.asp](http://networkadvertising.org/optout_nonppii.asp).

## How We Use Information We Collect

We do not sell or otherwise disclose personal information about our web site visitors, except as described here. We may share personal information you provide within the Fernco family of companies and with third parties that may offer you products or services we believe may interest you. We also may share personal information provided by web site visitors with service providers we have retained to perform services on our behalf. For example, we may share personal

information you provide with third parties who assist us in: product delivery and installation; warranty or service claims; parts delivery; repair service; product recall; order processing; billing; payment processing; offering or processing rebates, promotions, discounts, and/or products; quality of product or service surveys; marketing analysis; and product or service offerings. To the extent that entities other than Fernco have access to your information, they will have agreed with Fernco to follow or already have privacy practices no less protective than our practices described in this Privacy Statement, to the extent allowed by applicable law. In addition, we may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided through the Site in a manner that is consistent with this Privacy Statement.

## Information We Transfer

We may transfer the personal information we collect on the Site to other countries where we do business, but we will do so only for the purposes described above. When we transfer your information to other countries, we will protect that information as described here unless otherwise required by applicable laws.

## Security Measures

Fernco has implemented commercially reasonable technological and operational security processes to protect your personally identifiable information from loss, misuse, or alteration.

## Links to Other Sites

We provide links to other web sites for your convenience and information. These sites may have their own privacy statements in place, which we recommend you review if you visit any linked web sites. We are not responsible for the content of linked sites or any use of the sites.

## Children's Privacy

The Site is not directed to children under the age of thirteen and we do not knowingly collect personal information from children under the age of thirteen on the site. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on the site, we will delete the information from our records.

## How We Protect Personal Information

We maintain administrative, technical and physical safeguards to protect against unauthorized disclosure, use, alteration or destruction of the personal information you provide on the Site.

## Data Retention

Fernco will not retain your personal information longer than is legally allowed.

## Updates to Our Privacy Statement

This Privacy Statement may be updated periodically and without prior notice to you to reflect changes in our online information practices. We will post a notice on the Site to notify you of any significant changes to our Privacy Statement and indicate at the top of the statement when it was most recently updated.

## How to Contact Us

If you have any questions or comments about this Privacy Statement, or if you would like us to update information we have about you or your preferences, please visit our [Contact Us](#) page





### Tagline:

- Demand the industry standard
- For a coupling to perform like a Fernco it must SAY Fernco
- A global manufacturer of high performance flexible couplings and innovative plumbing and drainage solutions
- Keeping your world flowing with quality, innovative and easy-to-use products
- Pioneering, Evolving, Perfecting

### Brand Message:

Fernco is committed to giving you the highest level of quality, Fernco quality, at the most competitive price possible. Fernco's goal is to maintain standards of excellence in quality and service, while continuing to be the most innovative company in the industry.

Only Fernco offers you the industry's largest product line, highest fill rate, and the most complete merchandising program. All of which is supported by over four decades of design, manufacturing and distribution experience combined with an ongoing commitment to product innovation.

### Features and Benefits:

- Market segment leader
- Code approved and internationally recognized
- Asked for by name
- Outstanding customer service with a factory direct sales team to support you
- Complete line of products - one source solution
- Fast turn-around time
- Sales Reps that come in to see you
- Backed by a factory warranty
- Competitively priced
- We can customize products to suit your needs
- Additional lines of products that add value that the competition does not offer
- Always looking to improve

### UpSell:

Complete line of products: Flexible Couplings, Plastic Socket Couplings, Corrugated Pipe Couplings, Western Series Center Stop Couplings, Eccentric Couplings, Qwik Tees & Qwick Ells, Expansion Joints, Pipe Sleeve Seals, Flexible Tap Saddles, Tap Saddle Pressure Kit, Stainless Steel Band Clamps, Stainless Steel Shear Rings, Strong Back RC Couplings, 5000 Series RC Couplings, ProFlex Couplings, No-Hub Couplings, Concrete Manhole Adapters, Large Diameter Waterstops, Donuts, Multi-Tite Pipe Gaskets, O-Rings, Qwik Caps, Hose Bibbs, Water Well Debris Traps, Flexible Qwik Traps, Drain & Trap Connectors, Tubualr Drain Pipe Connector, Dishwasher Drain Connector, Shower Drain Connector, Fix-A-Flange, Utility Connecors, Hose Grip Washer Connector, Downspout Connector, Sump Pump Check Valve, Torque Wrenches, Pow-R Repair Products, QwikSeal, StormDrain Plus, Wax Free Toilet and Urinal Seal

### Competition:

- Mission Rubber
- GPK
- Foreign Imports
- PIPECONX
- Pasco

# THE FERNCO LOGO

The Fernco logo is a key element of our brand identity. It is one of our most valuable company assets, and consistent usage enhances marketplace recognition. Consistent and correct use of the Fernco logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.



# Minimum Clear Space

Surround the Fernco logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to half the height of the “F,” referred to here as 1/2 “F,” around all sides of the logo. A clear space of 1 “F” is preferred.



- Position the black, blue and grey Fernco logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- Use the black, blue and grey Fernco logo whenever possible.
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# Corporate Color Palette

The preferred method of reproducing the Fernco logo includes 2-color printing using Pantone blue, black and shades of grey. These colors make up our primary color palette and should be used whenever possible across all printed materials.



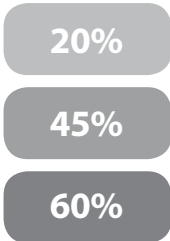
**Fernco Blue**  
**PMS-293**

C:100 M:50 Y:0 K:0



**Fernco Black**

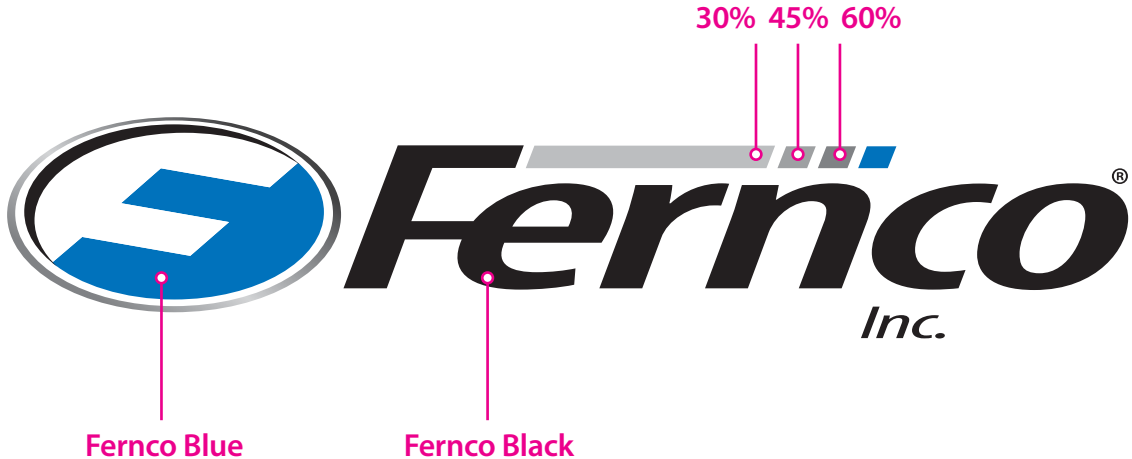
C:0 M:0 Y:0 K:100



**20% Shades of Grey**

45%

60%





# Fernco Logo Options

There are times when 2-color or process color printing is not available, and other times when the logo needs to be reversed out of a dark background. The preferred format for 1-color printing is Black with the shades of Grey. The preferred background color is black for reverse logo usage, however the use of Fernco Blue and shades of grey are acceptable.

PREFERRED - Black with Shades of Grey



ACCEPTABLE - All Solid Black



PREFERRED - Fernco Blue with Shades of Grey (black background)



ACCEPTABLE - Fernco Blue with White Reverse (grey background)



PREFERRED - Fernco Black with Shades of Grey (black background)



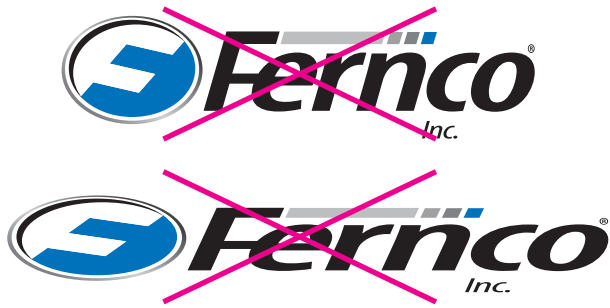
ACCEPTABLE - Fernco Blue with White Reverse (Fernco Blue background)



# Logo Don'ts

The integrity of the Fernco logo must be maintained at all times. Distortion, manipulation and use of colors different than what is specified in this document is unacceptable. If there are any questions regarding the proper use of the Fernco logo, please contact the **Fernco Marketing Director: (810) 653-9626**

**DON'T:** use the logo out of proportion



**DON'T:** stack the elements of the logo



**DON'T:** apply the logo to low contrast background colors



**DON'T:** use the Fernco logo type without the "F" oval



**DON'T:** reverse the logo out of a color background where the color shows through the inside of the oval



**DON'T:** rotate, invert, spin, angle or pivot the logo.



# Corporate Fonts

The Fernco corporate typeface is **Myriad**. Chosen because of its clean, stable and trustworthy appearance it reflects the attitude of the Fernco brand. It is an integral part of the overall corporate identity and should be used in all external printed materials, such as brochures, advertising, packaging, etc.

## Myriad Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Myriad Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Myriad Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## *Myriad Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

## *Myriad Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

## *Myriad Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

## *Myriad Black Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

## Headline

32 pt. Myriad Bold - Fernco Blue

## Subhead

20 pt. Myriad Semibold - 60% Black

Body Text

10 pt. / 14 pt. leading Myriad Regular - Black

# CORPORATE BRAND ELEMENTS

## Stationery

LETTERHEAD



#10 ENVELOPE



BUSINESS CARD - Front



Back



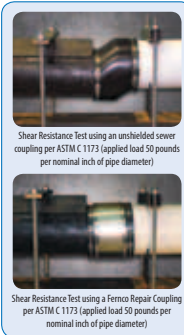




# Product Sales Sheets

## 1000 RC Series & 5000 RC Series Couplings

The Ultimate Repair Couplings - Engineered for resistance to heavy earth loads and shear forces, while providing improved pipe alignment.



**Meets requirements of:**

- ASTM C 1173 - Standard Specification for Flexible Transition Couplings for Underground Piping Systems
- ASTM D 5926 - Standard Specification for Poly Vinyl Chloride (PVC) Gaskets for Drains, Waste, and Vent (DWV), Sewer, Sanitary, and Storm Plumbing Systems
- CSA B602 - mechanical couplings for drain, waste, vent pipe and sewer pipe

**Ultimate Shear Resistance** - .012" (12mil) 300 series stainless steel shear ring is the heaviest the industry offers with excellent resistance to corrosion.

**Ultimate Pipe Alignment** - Due to the thickness and strength of the Strong Back RC Series shear ring, you are assured consistent pipe alignment against shear forces from soil compaction, shifting and settling, and improper backfill.

**Ultimate Sealing Clamps** - Fernco's **1000 RC Series Couplings** come with 301 series stainless steel worm gear clamps. The **5000 RC Series Couplings** come with 316 series stainless steel nut and bolt clamps. Both offer great corrosion resistance.

**Ultimate Sealing Gasket** - The flexible PVC gasket has a smooth inside surface providing greater sealing performance than ribbed rubber gaskets. The smooth internal wall of the gasket makes contact 360° over its entire length. This equates to a larger sealing surface and a higher coefficient of friction, providing maximum sealing capabilities as well as preventing slippage under the weight of shear forces. The gaskets have excellent resistance to sewer gas, common household chemicals found in the sewer system, as well as dry rot, fungus growth, ozone and UV. When properly installed Strong Back RC series gaskets will provide decades of problem free service.

**Ultimate Transition Connections** - When making transition connections of differing pipe sizes or materials, the Strong Back RC Series gasket features a one piece molded-in bushing. \*Designated part numbers come with an insert bushing.

**Ultimate Versatility** - Fernco **1000 RC Series & 5000 RC Series** couplings offer the ability to connect all common drain pipes in any combination of size and material.



United States  
PH: 810-653-9626  
FX: 810-653-8714

www.fernco.com

Canada  
PH: 519-332-6711  
FX: 519-332-8610

## Wax Free Toilet Seal

The quick, clean and easy way to install toilets.



Not only is it quick, clean and easy, but it is the only toilet seal that lets you "feel the seal." As you lower the toilet onto the flange you can feel the unique sealing rings of the Wax Free Toilet Seal compress and seal against the inside walls of the drain pipe. NO mess. NO guess. Just confidence in a reliable seal. After all, it's made by Fernco.

### Introducing the newly redesigned FTS-4



Simplified part number selection: If you have a 4" drain pipe, use the FTS-4; If you have a 3" drain pipe, use the FTS-3.

- Improved fit in 4" cast iron and copper pipe means no more restriction with scale and build up in old drain lines.
- The new design of the FTS-4 provides a water and gas tight seal in 3 1/2" flanges and 4" drain pipe:
- The FTS-4 works with:
  - All 4" Drain Pipe
  - 4x4 Closet Flanges
  - 4x3 Closet Flanges Connected to 4" Pipe
  - 4" Wall Carriers



United States  
PH: 810-503-9000  
FX: 810-503-1015

www.fernco.com

Canada  
PH: 519-332-6711  
FX: 519-332-8610

# Email Signature

**Stan Seybold** - *Director of Marketing and Brands*

**PHONE:** (810) 503-9079 | **CELL:** (810) 241-5584 | **FAX:** (810) 503-9079



**Global Leaders in Flexible Couplings**

---

300 S. Dayton Street | Davison, MI 48423 | [www.fernco.com](http://www.fernco.com)

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**Bob Brewbaker** - *Regional Sales Manager*

**PHONE:** (810) 503-9053 | **CELL:** (810) 444-1533 | **FAX:** (810) 503-9053



**Global Leaders in Flexible Couplings**

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300 S. Dayton Street | Davison, MI 48423 | [www.fernco.com](http://www.fernco.com)

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# Corporate Website

**Fernco** Global Leaders in Flexible Couplings, Drainage & Plumbing Systems

Part of a Global Group United States Call 1-810-503-9000 Contract Us

Products Drawings How-to-Center Customer Service Human Resources About Fernco Search

Live Support Online Rep. Locator Order Tracking Customer Account Where to Buy

Stock Couplings Shielded Couplings Urinal Seal StormDrain QwikSeal Pow-R

## PROVEN. PREFERRED. PROFESSIONAL.

For nearly 50 years, Fernco has developed, manufactured and delivered the industry's largest, most innovative product line proven reliable by professionals in the field. As we continue to set industry standards for product pricing, performance, availability and support, we are committed to a single goal: your complete and total satisfaction. Nothing less will do.

**Fernco Inc.**

- 1 It Must Say Fernco**  
For a coupling to perform like Fernco.
- 2 Proven, Preferred, Professional.**  
Fernco Product Line.
- 3 Municipal**  
If you can cut through it, QwikSeal can connect to it.
- 4 Residential & Commercial**  
Wax Free Toilet Seal.

PRODUCT CATALOGS VIDEOS TESTIMONIALS

One of the sub-contractors hit the new 12" main water line for the new county building. They left a 10"x12" scratch about 2/3 into the thickness of the pipe, but did not actually pierce it.

HOME PAGE

**Fernco** Global Leaders in Flexible Couplings, Drainage & Plumbing Systems

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## Fernco's Wax Free Urinal Seal

**Fernco Wax Free Urinal Seal**  
FAST • FLEXIBLE • LEAK-FREE

Leave it for Fernco to develop a fast, easy, leak-proof urinal seal.

- Fast, easy installation that prevents a long-term solution - even possible on the same urinal draining service.
- Strong, flexible adhesive creates a positive seal with the urinal.
- Engineered to seal to the exact diameter of the drain pipe forming a water-tight, pin-tight seal every time.
- Made of flexible PVC and will never wear or leak.
- Will not absorb moisture or become brittle over time and is impervious to most acid rain.
- Ideal for new installations and replacements.
- US Patent 6,655,762 6,655,795 6,655,800 6,655,825

Where to Buy

**Fernco** Global Leaders in Flexible Couplings, Drainage & Plumbing Systems

Products Drawings How-to-Center Customer Service Human Resources About Fernco Search

Live Support Online Rep. Locator Order Tracking Customer Account Where to Buy

## Flexible Couplings

Flexible Couplings and Adapters

Fernco Flexible Couplings have found wide acceptance among sewer and plumbing contractors and municipalities because of their quality and ease of installation. Fernco couplings are used for all types of in-house and sewer connections, drain, waste, vent piping, floor-to-trial, riser, cut, air, condenser, roof drains and rainwater reducers.

Made of tough, chemically resistant polyethylene (PE), they are strong, reliable and unaffected by all conditions. They are also resistant to chemical, ultraviolet rays, fungi, growth, and rodent attack due to the inert nature and physical properties of the material. And they're leak-proof, non-poll and seal against infiltration and exfiltration.

- Stock Couplings**  
Leak-proof, non-poll and will against infiltration and exfiltration. From sizes 3/4" to 24"
- Precision Series**  
Flanges allow in continuous flow-line across pipe connections by joining the inside walls of the two pipes.
- Congraded Pipe Series**  
Connects drainage or irrigation system falling to PVC, saves piping cutting and assembly.
- Large Diameter Series**
- Flange Socket Couplings**
- Pipe Sleeve Seals**

Where to Buy

SECONDARY PAGES



# Trade Show



10' x 10' RETAIL TRADE SHOW DISPLAY



10' DISPLAY WALL LAYOUT

# Anniversary Logos

---



FOR USE IN PRINT



FOR USE ON EMBROIDERY

# Miscellaneous Fernco Brand Elements

---



**PROVEN. PREFERRED. PROFESSIONAL.**



# FERNCO BRANDS

The following Fernco products have their own logos and each have their own usage requirements.

---





**Tagline:**

Plumbing Done Qwik

**Brand Message:**

Qwik, easy and reliable solutions to those common yet difficult drain pipe connections. PlumbQwik products offer our customers a fast easy way to make repairs themselves. Our audience is mainly head of household women taking care of the home. These products are not complicated nor do you need a lot of tools to get the job done right the first time.



**Features and Benefits:**

- Eye catching, informative and easy to understand retail packaging with tri-Lingual instructions (English, Spanish and French)
- Reliable products that will bring customer back for repeat sales
- Nationally recognized brand for quality
- Connects to most pipe applications
- Stainless steel clamps and housings
- Positively seals any drain connection
- Replace fittings that have been removed for alteration or repair
- Fast simple installation with a torque wrench
- Impervious to soil conditions, sewage and normal sewer gas
- Ideal for new installations, alterations or repairs
- Perfect for temporary or permanent use
- Code approved
- Plumbers Choice

**UpSell:**

Complete line of products ready for the retail market from a single supplier. Products include: Flexible Couplings, Shielded Couplings, No Hub, Flexible Tees and Ells, Tubular Drain Connector, Dishwasher Drain Connector, Drain Trap Connector, Repair Flange, Qwik Trap, Shower Drain Connector, Utility Connector, Downspout Connector, Hose Grip Connector, Donuts, Qwik Caps

**Competition:**

Pipeconx  
Foreign imports

# The PlumbQwik Logo

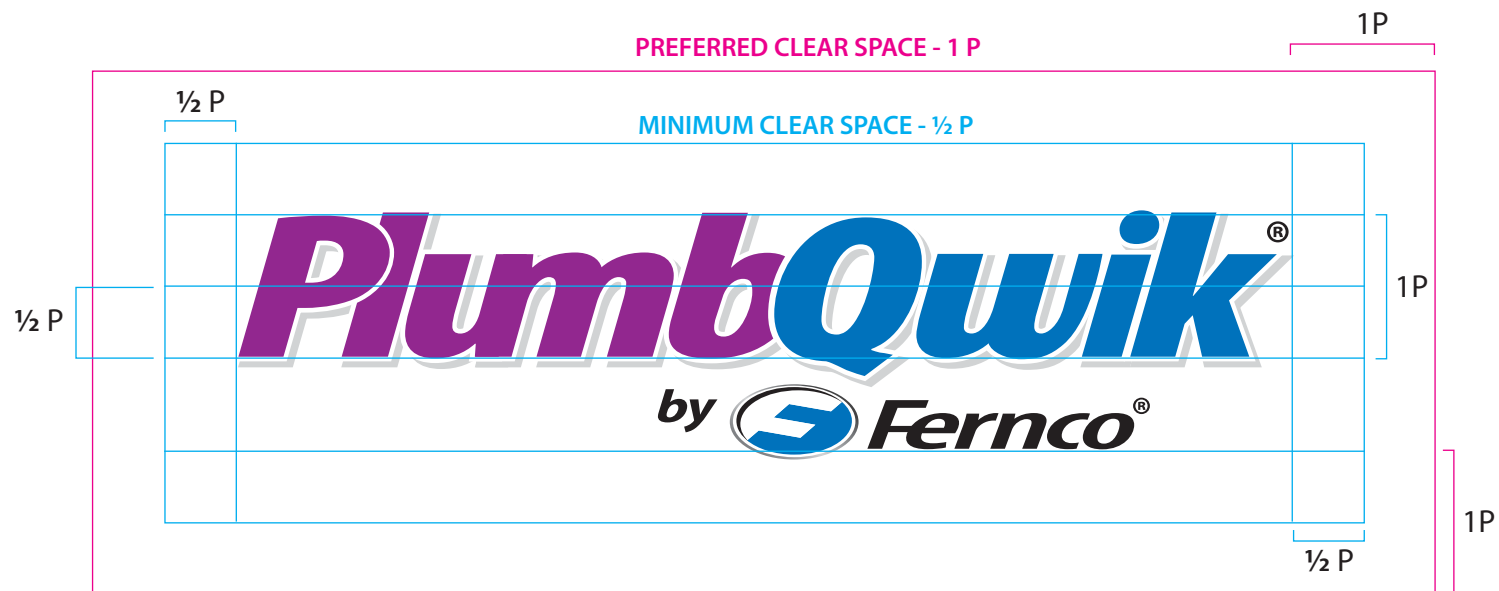
The PlumbQwik logo is a key element of our brand identity for our line of retail products. Consistent usage enhances marketplace recognition. Consistent and correct use of the PlumbQwik logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

---



# Minimum Clear Space

Surround the PlumbQwik logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to half the height of the “P,” referred to here as 1/2 “P,” around all sides of the logo. A clear space of 1 “P” is preferred.



- Position the plum, blue, black and grey PlumbQwik logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- Use the plum, blue, black and grey logo whenever possible.
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# PlumbQwik Color Palette

The preferred method of reproducing the PlumbQwik logo includes 4 color process and spot color printing using the specified PMS colors. These are the primary colors for PlumbQwik and should be used on all PlumbQwik materials.



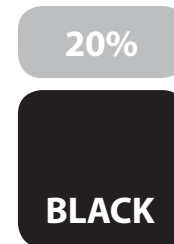
**PlumbQwik Plum**  
PMS-2415

C:50 M:100 Y:0 K:0



**Fernco Blue**  
PMS-293

C:100 M:50 Y:0 K:0



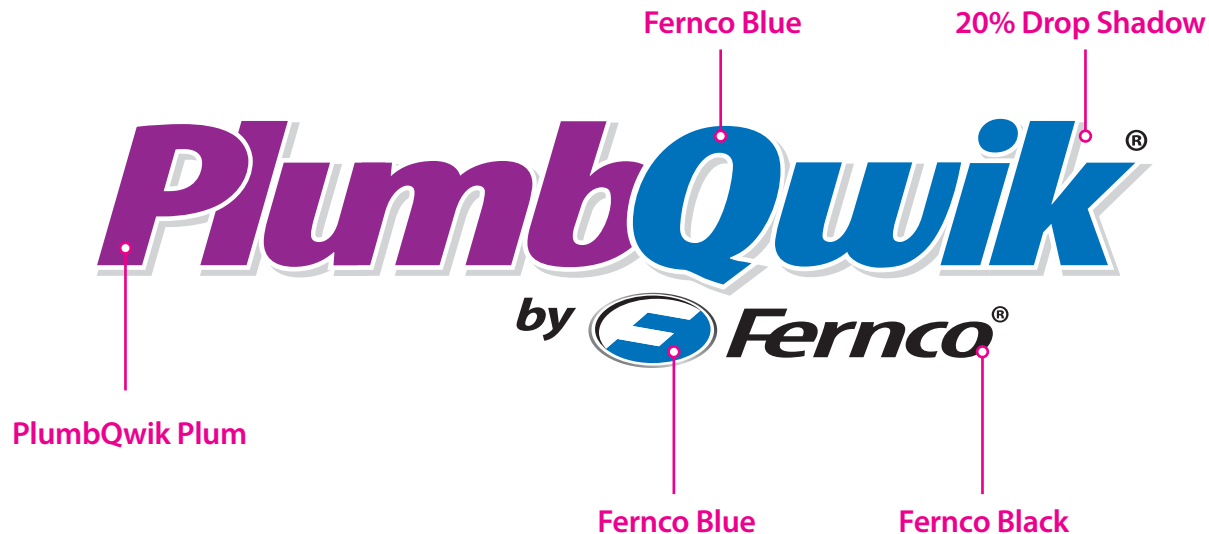
20%

**Shades of Grey**

**Fernco Black**

**BLACK**

C:0 M:0 Y:0 K:100



# PlumbQwik Logo Options

There are times when 2-color or process color printing is not available, and other times when the logo needs to be reversed out of a dark background. The preferred format for 1-color printing is Black. The preferred background color is a 60% shade of Plum for reverse logo usage, however the use of shades of grey are acceptable.

---

PREFERRED 2-COLOR - PMS-2415 and Black



ACCEPTABLE - All Solid Black



PREFERRED REVERSE - Plum and Ferenco Blue (60% Plum background)



ACCEPTABLE - Reverse with black outline (60% background)





# PlumbQwik Packaging







### Tagline:

If you can core through it, QwikSeal can connect to it.

### Brand Message:

QwikSeal allows you to connect service pipe to solid wall, profile, closed profile and corrugated pipe. This product has been color coded to make visual identification and inspection easy. Grey will fit Schedule 40 while the Green will fit SDR 35. We offer three QwikSeal products sizes (4", 6" and 8") to cover a vast range of pipe diameters (8", 10", and 15" and larger). This allows the customer and/or wholesaler to carry very little inventory and have the correct solution in-hand without having to make room on shelves and handle large inventories of specialized product, thus saving time and money. This product category meets the ASTM C 923 standard and has been accepted at most municipalities. Please check with your local municipality to ensure our product is on the list. The number one use for this product is for coring into storm drain lines. We offer a counter display of this product as well as downloadable sales literature. In addition you can find downloadable instructions and a 'how-to' video on our website at <http://www.fernco.com/videos/qwik-seal-manhole-instruction>



### Features and Benefits:

- Stub out into the bell end of a piece of SDR-35 or SCH-40 instead of the stub and fitting method.
- Street Fittings: Street fittings may also be used with QwikSeal
- Creates a compression seal that is water tight up to 10 psi
- When tested in Concrete Manholes:
  - Creates compression seal that is water tight up to 10 psi
  - Can handle up to 7 degrees of deflection
- Easy identification – Color Coded
- Not dependent on the host pipe size, type or material
- Reduced complexity – 1 QwikSeal = Many solutions
- Less Inventory = more turns

### UpSell:

We offer coring bits should the contractor not have a hole saw. We also offer corrugated pipe couplings, StormDrain Plus surface water drainage products and torque wrenches.

### Competition:

INSERTA TEE is the main competitor in the market. INSERTA TEE is a three piece service connection consisting of a PVC hub, rubber dleeve and stainless steel band. INSERTA TEE is compression fit into the cored wall of a mainline and requires no special tools. INSERTA TEE® is designed to connect 2" (51MM) through 30" (750MM) services to all known solid wall, profile, closed profile, and corrugated pipe manufactured today.

# The QwikSeal Logo

The QwikSeal logo is a key element of our brand identity for our line of *(need description)*. Consistent usage enhances marketplace recognition. Consistent and correct use of the QwikSeal logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

---



# Minimum Clear Space

Surround the QwikSeal logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to half the height of the “Q,” referred to here as 1/2 “Q,” around all sides of the logo. A clear space of 1 “Q” is preferred.



- Position the blue, black and grey QwikSeal logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- Use the blue, black and grey logo whenever possible.
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# QwikSeal Color Palette

The preferred method of reproducing the QwikSeal logo includes 2-color printing using PMS-293 blue, black and shades of grey. These colors make up our primary color palette and should be used whenever possible across all printed materials.



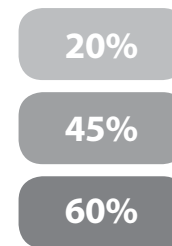
**Fernco Blue**  
**PMS-293**

C:100 M:50 Y:0 K:0



**Fernco Black**

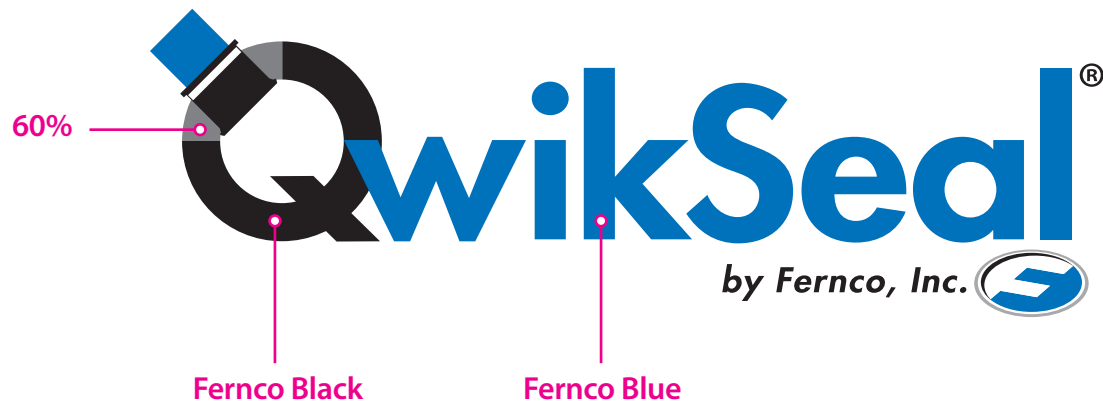
C:0 M:0 Y:0 K:100



**20%** **Shades of Grey**

**45%**

**60%**



# PlumbQwik Logo Options

There are times when 2-color or process color printing is not available, and other times when the logo needs to be reversed out of a dark background. The preferred format for 1-color printing is PMS-293 Blue. If the QwikSeal logo is to be reversed out of a dark background, it must be placed in a white box with the minimum clear space requirements.

PREFERRED 1-COLOR - PMS-293 Blue



ACCEPTABLE - All Solid Black



PREFERRED REVERSE - Fernco Blue, Black and Shades of Grey



ACCEPTABLE - 1-Color Fernco Blue





**Tagline:**

Your Complete Surface Water Drainage Solution –  
Strong and Easy

**Brand Message:**

We make it easy and profitable to sell drainage. The durability and high performance of the Fernco StormDrain Plus ensures a long lasting permanent solution to the collection and dispersal of standing surface water. The easy installation is ideal for driveways, pools, patios, walkways, sports courts and more.

**FAQ:**

**Q: Who is in the market for StormDrain Plus?**

**A:** Fernco StormDrain Plus is designed to help plumbers, concrete installers, landscapers, pool and patio companies, schools, builders and DIYs. It is ideal for anyone who needs a solution for standing surface water.

**Q: What if my customer already sells a competitor’s drainage product line?**

**A:** Our Product category can be added to your Fernco Order and is competitively priced

**Q: Will Fernco StormDrain Plus sell itself?**

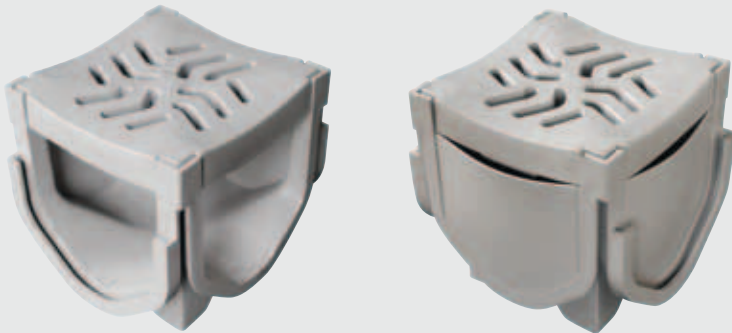
**A:** YES. Fernco provided your customers with a comprehensive merchandising program. Fernco StormDrain Plus’s packaging is designed to move more products. To be successful Fernco StormDrain Plus should be displayed in front of the customer: Use display areas such as end caps, side caps, in front of the counter, on the showroom floor, or any other high traffic areas.

**Features and Benefits:**

- StormDrain Plus Channels and grates are made in the USA
- StormDrain Plus orders can be added to your Fernco order to take advantage of our low shipping minimums.
- There is no minimum for your order – order as little or as much as you would like
- Channels, Grates and Accessories snap together – no screws
- Grates and Quad corner are concave to more efficiently trap and transfer water and are designed to withstand automotive vehicle weight.
- Channel has 3 built in bottom outlets that accommodate 3” and 4” sewer and drain pipe.
- Cavity designed feet secure Channels in concrete. Feet also allow for staking of Channel during installation if needed.
- Channel and 90 corners are ‘U’ shaped and designed to prevent water pooling and are deeper and smoother resulting in self-cleaning by moving more water.
- Anti-Flotation channel “Feet” prevent floating when encased in concrete
- This product can be cut to any length using a simple hand or hack saw
- Quad corner allows for 90° corners, T and X configurations. Just remove the cut out on the necessary sides.
- End Caps – simply slide into the female portion of the channel or if the channel has been cut to length, they can be silicone in place using the built in tabs.
- End Outlets – accommodate 3” and 4” sewer and drain pipe or 3” and 4” sch. 40 fitting hub.
- Contractor Pack – Offers customers the right length of channel in an easy to carry pack. Includes 3 Channels, 3 Grates, plus 1 free End Cap and 1 End Outlet.
- Lightweight, heavy duty, easy to install with no tools required
- Tri lingual packaging (English, Canadian French, Spanish)

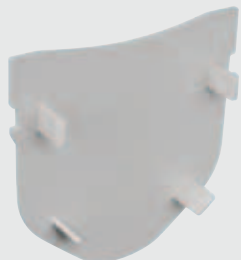


**Quad - FSDP-QUAD**



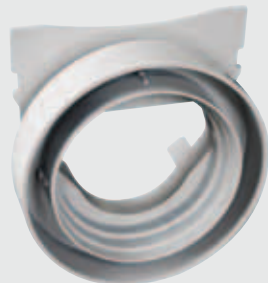
The Quad allows left or right hand extension of the StormDrain Plus or even T and X configurations. The required openings are easily cut out.

**End Cap - FSDP-EC**



End Caps slide into StormDrain Plus Channel

**End Outlet - FSDP-EO**



End Outlet accommodates 3" & 4" sewer and drain pipe OR 3" & 4" Sch. 40 fitting hub

**UpSell:**

We offer Corrugated Pipe Couplings, Universal Downspout Connectors and Flexible Downspout connectors to help complete surface water drainage projects.

**Competition:**

- Our main competition is NDS, Dura, Carson, and Drain Tech.
- Our competitor's product uses stainless steel screws to hold down the top grate. These screws tend to strip out the plastic and can be lost after periodic cleaning of the channel.
- Our competitor's top grate is flat which allows for surface run off.
- You may have to purchase their product in bulk, forcing you to use your dollars for the initial purchase and thereby pushing you to inventory the product.
- Many of these competitors have online access on how their product can solve problems.
- They offer a full line of drainage products = one source



# The StormDrain Plus Logo

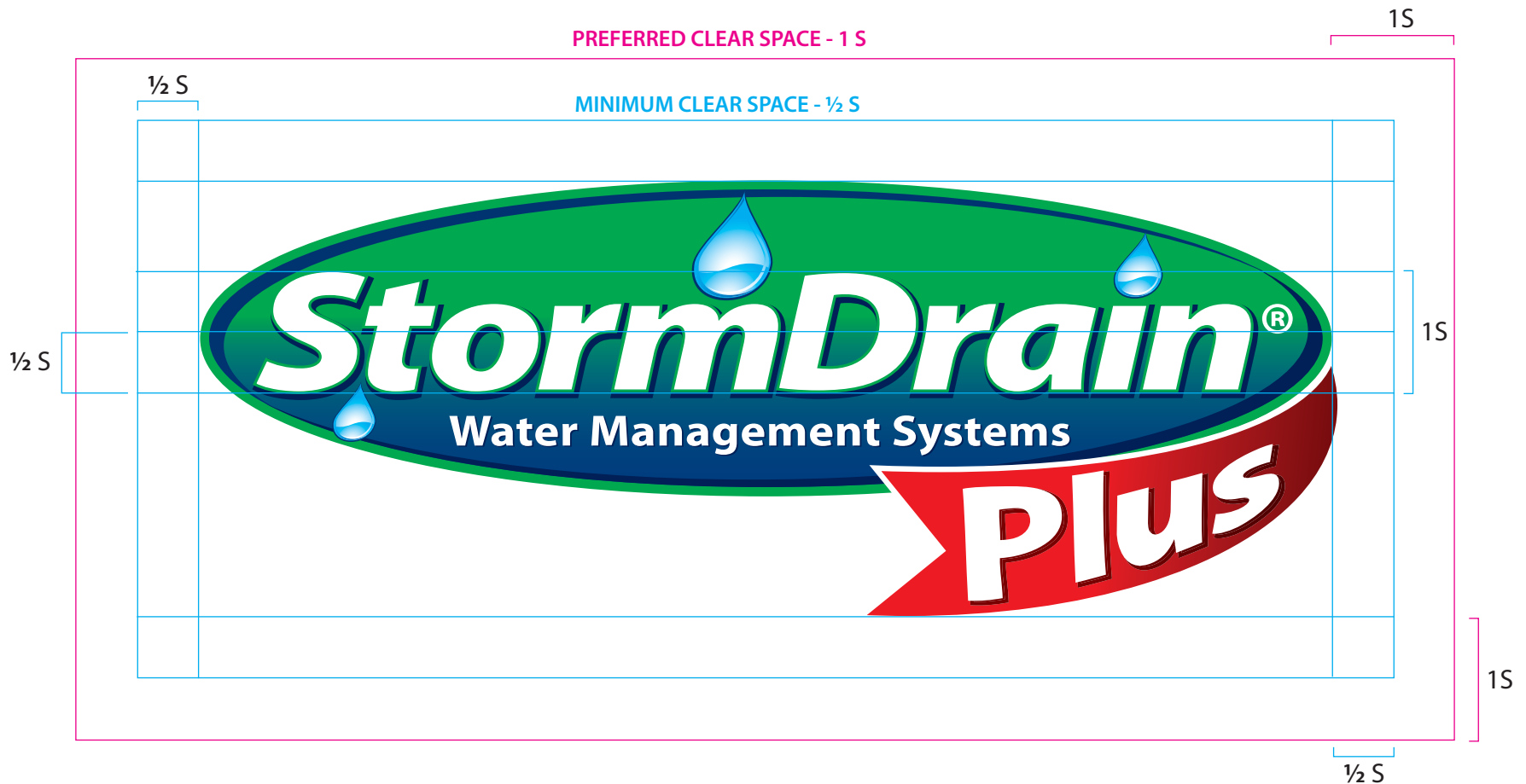
The StormDrain Plus logo is a key element of our brand identity for our line of storm water drainage products. Consistent usage enhances marketplace recognition. Consistent and correct use of the StormDrain Plus logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

---



# Minimum Clear Space

Surround the StormDrain Plus logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to half the height of the "S," referred to here as 1/2 "S," around all sides of the logo. A clear space of 1 "S" is preferred.



- Position the blue, green and red StormDrain Plus logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- Use the process color logo except for two-color and one-color applications
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# StormDrain Color Palette

The preferred method of reproducing the StormDrain Plus logo includes 4-color process and 2-color. These colors make up our primary color palette and should be used whenever possible across all printed materials.



**StormDrain Plus  
Green**

C:95 M:0 Y:100 K:0



**StormDrain Plus  
Blue**

C:100 M:75 Y:0 K:30

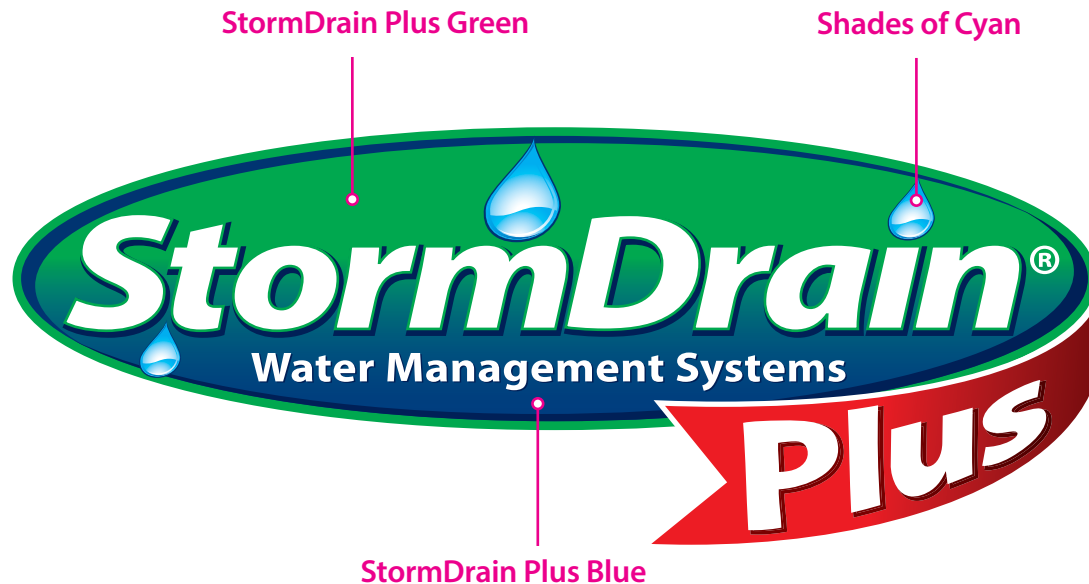


**Red**

C:0 M:100 Y:81 K:4



**Shades of Cyan**



# StormDrain Plus Logo Options

There are times when 2-color or process color printing is not available, and other times when the logo needs to be reversed out of a dark background. The preferred format for 1-color printing is PMS-354 Green. If the StormDrain Plus logo is to be used on a dark background, the background color must be StormDrain Plus blue or green.

PREFERRED 3-COLOR - PMS-281 Blue, PMS-354 Green, PMS-186-Red



ACCEPTABLE 1-COLOR - PMS-354 Green



PREFERRED B/W



ACCEPTABLE - Solid Black



PREFERRED DARK BACKGROUND - STROMDRAIN PLUS BLUE



ACCEPTABLE DARK BACKGROUND - STORMDRAIN PLUS GREEN



# StormDrain Plus Packaging



Accessories Hang Tags



Quad  
FSDP-QUAD



39.5" Channel  
Display Shipper  
FSDP-CHGG



Contractor Pack  
FSDP-GP3G



**Tagline:**

Shielded transition couplings designed for resistance to shear forces

**Brand Message:**

Fernco's ProFlex couplings are installed at 60 lbs. of torque. They are made of 301 grade stainless-steel and are accepted and or listed by all major plumbing code bodies throughout the United States and Canada.

ProFlex allows you to make transition pipe connections that are resistant to shear forces while creating a ridged, long-lasting pipe joint. From 1 ½" to 8" – Proflex Connects Cast Iron, Plastic, Steel, Copper and Tubular Drain Waste and Vent Systems. The main use for this product is for above ground - new construction. Mainly used in high rise construction, plumbers will connect pipes into the main stacks where they are connected using ProFlex couplings.

**Features and Benefits:**

- Code Approved:
  - Meets ASTM C 1460
  - CSA B602 Code Standards
  - UPC / IPC
- Not designed for pressure applications – will adhere to 4.3 psi and pressures up to 20 psi
- All ProFlex products are tagged with a bright yellow sticker for easy identification
- All 300 Series Stainless Steel Grade
  - 3000 Series fits – Cast Iron to Plastic, Steel or Extra-Heavy Cast Iron
  - 3001 Series – Cast Iron to Copper
  - 3002 Series – Cast Iron, Plastic or Steel to Tubular
  - 3003 Series – Copper to Copper
  - 3004 Series – Cast Iron to Cast Iron, Plastic or Steel
  - 3005 Series – Plastic, Steel or XHCI to Plastic Steel or XHCI
  - 3006 Series – Copper to Cast Iron, Plastic or Steel
  - 3007 Series – Plastic, Steel or Extra-Heavy Cast Iron to Copper
  - 3008 Series – Plastic, Steel, or XHCI to Cast Iron, Plastic or Steel
  - 3009 Series – Thin Wall Plastic to Sch 40 Plastic
  - 3010 Series – Copper to Tubular

**Competition:**

- Mission Rubber
- Anaco
- Rollee

# The Proflex Logo

The Proflex logo is a key element of our brand identity for our line of shielded transition couplings. Consistent usage enhances marketplace recognition. Consistent and correct use of the Proflex as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

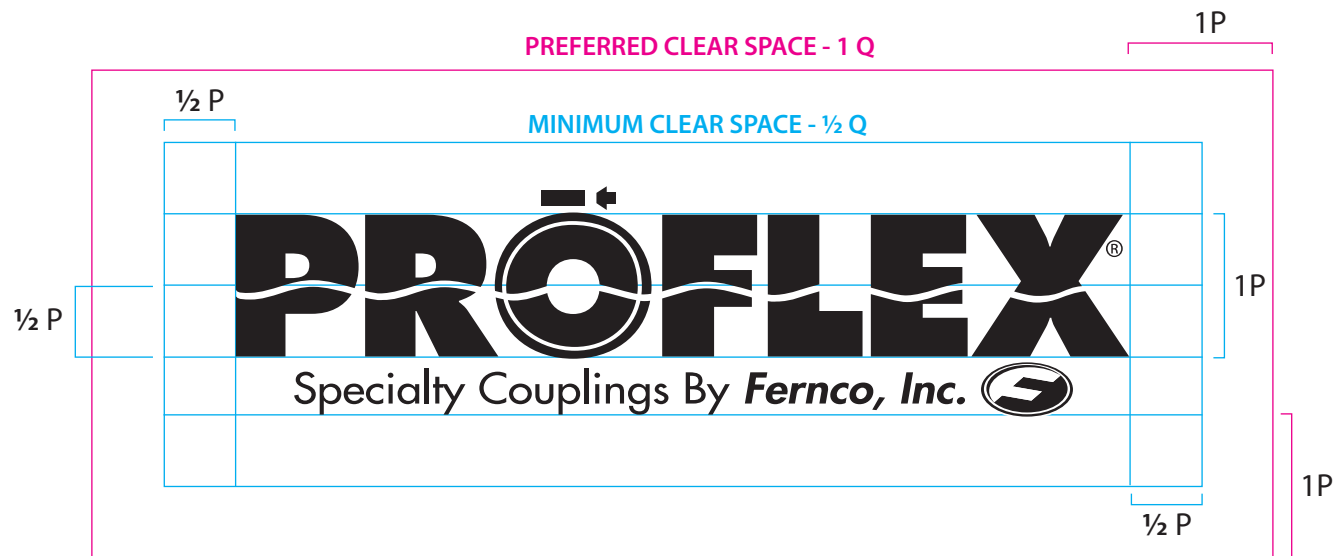
---





# Minimum Clear Space

Surround the Proflex logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to half the height of the “P,” referred to here as 1/2 “P,” around all sides of the logo. A clear space of 1 “P” is preferred.



- Position the black Proflex logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- The Proflex logo is only used in black on a white or 100% yellow background
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# Proflex Color Palette

The preferred method of reproducing the QwikSeal logo includes 2-color printing using PMS-293 blue, black and shades of grey. These colors make up our primary color palette and should be used whenever possible across all printed materials.

---



**Black**

**Black**

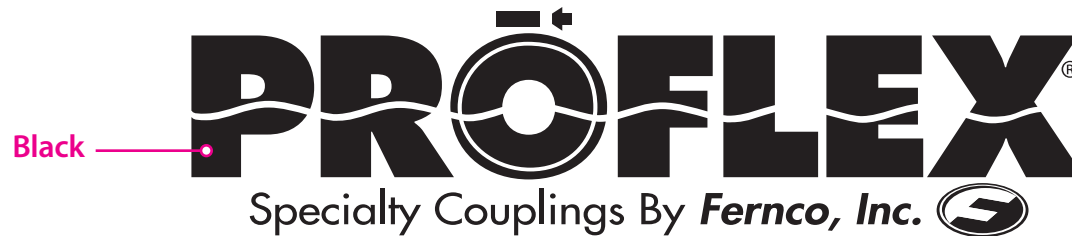
C:0 M:0 Y:0 K:100



**Yellow**

**Pantone  
Yellow**

C:0 M:0 Y:100 K:0



# Proflex Logo Options

The Proflex logo is only allowed to be printed in solid black. It is preferred to have the logo printed on a 100% process yellow or Pantone Yellow background. A white background is acceptable.

---

PREFERRED - Solid Black on Yellow Background



ACCEPTABLE - Solid Black on White Background



# Proflex Packaging





### Tagline:

Water Activated Fiberglass Wrap  
If You Can WRAP IT... You Can REPAIR IT!

### Brand Message:

Pow-R Wrap is a strong, permanent and economical repair. It's an easy alternative to traditional methods such as cementing, soldering, welding, sleeving, welding, sleeving and replacement. It works on virtually every kind of pipe as well as on wet or dry pipes and even under water...salt or fresh.

Pow-R Wrap is a complete, self-contained kit that includes a resin impregnated fiberglass tape in a foil bag, epoxy putty to enhance the repair and a pair of protective gloves. There are three convenient size kits to choose from - 1", 3" and 6".

### Features and Benefits:

- Water activated fiberglass wrap
- Heat resistant to 425 F
- Conforms to a standard water main pressure test
- Holds up to 600 psi of pressure
- No tools required
- Cures in 30 Minutes
- Cures in or out of water – salt or fresh
- Will stop your leak
- Easy to use
- Reduces your repair cost
- Can be a permanent or temporary repair
- Works on frozen pipe breaks, farm repairs, sprinkler lines, home repairs, RV

### Competition:

- Rectorseal
- DuraPower
- Christy's



### Tagline:

- Stop the leak – NOW!
- A must have for fast emergency repairs
- When you gotta go big, go Industrial Pow-R Wrap

### Brand Message:

Industrial Pow-R Wrap provides an easy-to-use, strong, permanent and economical repair for large diameter pipes and economical repair for large diameter pipes and reduces your down- time and the costs of pipe replacement. Industrial Pow-R works on virtually every kind of pipe material.

### Features and Benefits:

- One SKU for simplified ordering
- Cures in 60-90 minutes\*
- Repairs 8" -50" O.D. Pipes
- Works on virtually all pipe materials
- Heat resistant to 425 F
- Works on wet or damp surfaces
- Conforms to a standard water man pressure test
- Permanently repairs up to a 4" fracture
- Strong, cost effective repairs
- Professional results
- Hands free cure time

### Competition:

- Pipe replacement
- Pipe liners
- Point repairs



### Tagline:

Multi-Surface Repair Kit

### Brand Message:

Pow-R Wrap is a complete repair kit that includes a pre-coated fiberglass cloth in a self-contained mixing pouch, one pair of protective gloves and installation instructions. Each simple-to-use kit will set on dry surfaces, and will adhere to PVC, metal, wood, fiberglass, plastic and MORE! Perfect for flat or round surface repairs.

### Features and Benefits:

- Easy to Use
- Reduces your Repair Cost
- Unique self-contained mixing pouch
- Holds up to 100 PSI
- Heat resistant to 425 F
- Excellent adhesion to most materials
- Patch is 4" x 6"

### Competition:

- DuraPower



# The Pow-R Product Logos

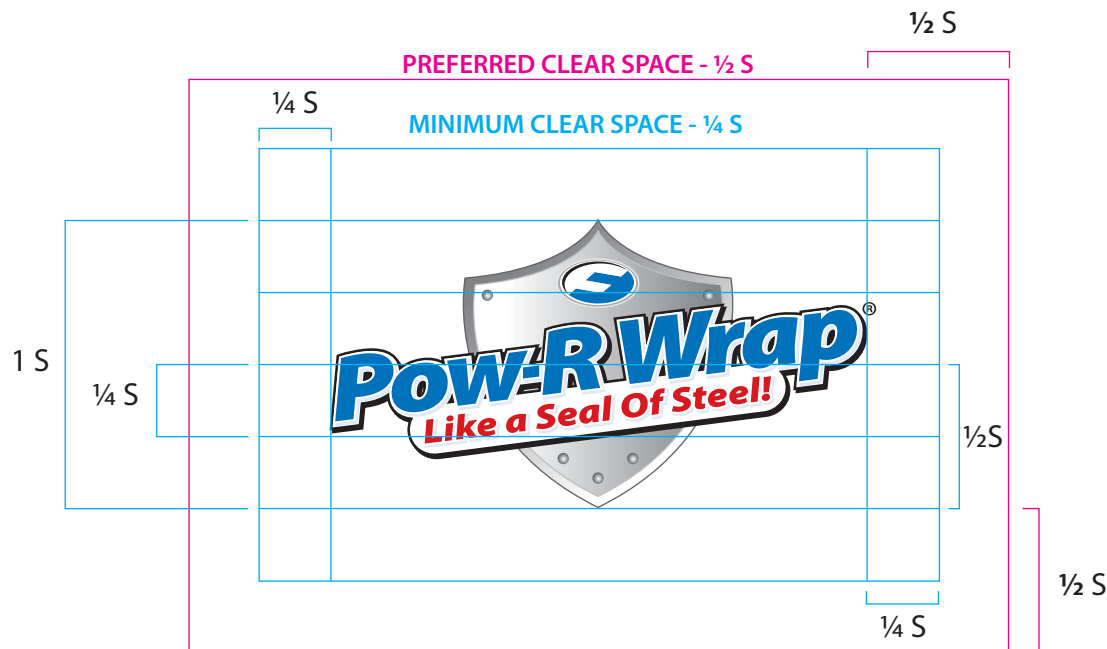
The Pow-R logos are a key element of our brand identity for our line of epoxy based repair products. Consistent usage enhances marketplace recognition. Consistent and correct use of the Pow-R logos as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

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# Minimum Clear Space

Surround the Pow-R logos with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a MINIMUM clear space at least equal to one quarter of the height of the “Shield” referred to here as  $\frac{1}{4}$  “S” around all sides of the logo. A clear space of  $\frac{1}{2}$  “S” is preferred.



- Position the process color Pow-R logo on a white background for maximum visual impact
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.)
- The Pow-R logo is only used in black on a white background
- Use the approved electronic logo file or font. Do not try to recreate the logo using other fonts or images

# Pow-R Color Palette

The preferred method of reproducing the Pow-R logos includes 2-color printing using PMS-293 blue, black and shades of grey. These colors make up our primary color palette and should be used whenever possible across all printed materials.



**Fernco Blue**  
**PMS-293**

C:100 M:50 Y:0 K:0



**Fernco Black**

C:0 M:0 Y:0 K:100



**Red**  
**PMS-180**

C:0 M:100 Y:100 K:10



# Pow-R Logo Options

There are times when 2-color or process color printing is not available, and other times when the logo needs to be reversed out of a dark background. The preferred format for 1-color printing is Black with the shades of Grey. The preferred background color is black for reverse logo usage, however the use of Fernco Blue and shades of grey are acceptable.

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PREFERRED B/W



ACCEPTABLE - All Solid Black



# Pow-R Products Packaging



POW-R WRAP CLAMSHELL PACKAGING



POW-R PACK ALL-IN-ONE BAG



POW-R WRAP INDUSTRIAL BOX



POW-R PATCH CLAMSHELL PACKAGING

# WAX FREE TOILET SEAL



## Tagline:

The Quick, Clean and Easy way to install a toilet

## Brand Message:

Not only is it quick, clean and easy, but it is the only toilet seal that lets you "Feel the Seal." As you lower the toilet onto the flange you can feel the unique sealing rings of the Wax Free Toilet Seal compress and seal against the inside walls of the drain pipe. No Mess, No Guess, Just confidence in a reliable seal. After all, it's made by Fernco.

## Features and Benefits:

- Conforms to ASTM A 1045
- Strong, flexible adhesive creates a positive seal to the bottom of the toilet
- Flexible ribs form a tight, positive seal to the inside of the drain pipe
- Seals on floors raised above the flange by up to 3/4"
- No need for flange risers or stacked wax rings
- Ideal for in-floor radiant heat installations
- Impervious to mold and mildew
- Centers itself and the toilet to the drain
- Will not melt or freeze in the extremes of your work truck
- Toilet can be removed and reinstalled with the same Fernco Wax Free Toilet Seal still attached
- Made of Flexible PVC and will move with a wobbly toilet
- FTS-4 is ideal for most 4" wall carriers
- Provides a water and gas tight seal in 3 1/2" flanges and 4" drain pipe
- Made in the USA

## Competition:

- Harveys
- FluidMaster
- WestBrass
- Oatey



# Wax Free Toilet Seal Packaging



FTS-3 CARTON



FTS-4 CARTON





# Fernco Wax Free Urinal Seal



## Tagline:

Leak-Free, Hassle-Free, Worry-Free

## Brand Message:

Leave it to Fernco to develop a fast, easy, leak proof Urinal Seal.

## Features and Benefits:

- ASTM A 1045 approved
- Fast, easy installation that provides a long term solution – even reusable on the same urinal during service calls.
- Strong flexible adhesive creates a positive seal with the urinal
- Engineered to seal to the inside diameter of the drain pipe forming a water tight, gas, tight and odor tight seal
- Made of flexible PVC and will move with the urinal
- Will not absorb moisture or break down over time and is impervious to mold and mildew
- Ideal for new installations and replacements
- Made in the USA

## Competition:

- Harveys
- Zurn
- Oatey

# Wax Free Urinal Seal Packaging



FUS-2 CARTON



# IMPLEMENTATION

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All employees should discontinue the use of previous Fernco templates and migrate to using the new brand templates by January 1, 2013. This includes all internal and external, communications and documents. For help or questions with any of the materials in this packet please see consult with the Marketing representative at your facility.

## **Stan Seybold**

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