



BRAND STYLE GUIDE

THE WEILER LOGO

The Weiler logo is a unique piece of artwork designed specifically for our brand. A simple but strong combination of the Weiler sparks and word-mark, the logo features a bold, progressive, confident and direct appearance.

As the most public expression of our brand, the logo is the cornerstone of our identity. Therefore, it is crucial to the success of the Weiler brand that the logo is reproduced and applied consistently in all communications.

Use it with pride.



THE WEILER ABRASIVES NAME

While the Weiler logo serves as the visual identity for the brand, it's also essential to refer to the company and the brand consistently in copy that accompanies the Weiler logo. Reference to the company can come in one of the following three formats: Weiler Abrasives, Weiler Abrasives Group and Weiler. Guidance for when to use each of these names is below.

Weiler Abrasives Name Guidelines:

- When in doubt, use Weiler Abrasives to refer to the company.
- DO NOT use acronyms such as W.A.G.
- DO NOT refer the company as Weiler Abrasive without an "s".

Weiler Abrasives:

Weiler Abrasives is the official company name and should be used any time the company is referenced in communications. When in doubt, use Weiler Abrasives to refer to the company.

Weiler Abrasives Group:

Refers to the global group of Weiler Abrasives businesses and should be used when referencing or describing the global capabilities of the company. Below is the Weiler Abrasives Group press release boilerplate as an example:

About Weiler Abrasives Group

As an industry leader and global manufacturer of surface conditioning solutions, Weiler Abrasives Group is dedicated to forging collaborative relationships with our customers in diverse markets — Metal Fabrication; Industrial Production; and Maintenance, Repair & Operations — to tackle their toughest cleaning, grinding, cutting, de-burring and finishing challenges.

Weiler:

Use should be limited to copy referring specifically to Weiler brand products or services. Below is an example taken from the Full Line Catalog:

Weiler's stringer bead wheels are the most effective weld cleaning tools for the most demanding users.

Location Names:

When referencing specific locations within our global group please use the following names:

- Weiler do Brasil
- Weiler Abrasives GmbH (*Germany*)
- Weiler de México
- Weiler Abrasives d.o.o. (*Slovenia*)



THE SPARKS

In a few highly specialized circumstances, the use of the Weiler sparks without the word-mark is acceptable. In these instances, the sparks must always be used in conjunction with the logo.

- Use the sparks in instances where space for the Weiler logo is too small to reproduce. (Example: favicon)
- The sparks may be used as a design element in the Weiler red color, or white reversed out of Weiler red.
- The red sparks should only be applied as a solid color.
- The red sparks should NOT be applied as transparent color. Using the red sparks in less than 100% opacity dilutes the strength of the primary Weiler color and the Weiler brand.
- The Weiler sparks should NOT be applied over an image, gradient or pattern.
- Weiler's Creative Services department **must approve** all uses of the Weiler sparks as a stand-alone element.



CLEAR SPACE & MINIMUM SIZE

Whenever the logo is applied, it must always be clearly visible to be instantly recognizable. To guarantee the logo's visibility, it must never appear with less than the minimum clear space surrounding it.

As shown here, the minimum clear space is equal to the Weiler "R" height in the logo's reproduced size. Additionally, the Weiler logo must never be reproduced so small that it becomes illegible. As shown here, the logo's minimum width is 1" or 25,4mm*.



Minimum clear space.



Minimum size 1"
or 25,4mm.*

* Exceptions can be made to the minimum size, but the placement and size **must** be approved by Weiler's Creative Services department.

REGISTERED TRADEMARKS

The registered mark included in the Weiler logo is part of the signature lock-up and should NOT be altered in any way. In the event that the registered mark on the Weiler logo can not be reproduced and the logo size can not be increased, it is acceptable to remove the registered mark.

Never resize or reposition registered marks or trademarks.

This guideline applies to all trademarked and registered product brand logos.



LOGO VARIATIONS

The red & blue Weiler logo is always preferred. However, when the primary logo cannot be properly reproduced, several logo variations are available.

Apply a logo variation when the primary logo cannot be used.

When using a logo variation, observe the minimum clear space and the minimum size requirements specified for the logo.

The black logo variation may be used only when color printing is unavailable. When a layout calls for a dark color, the reverse logo variation should be used.



Preferred 2 color logo

Variations



Acceptable 1 color black.



Acceptable 1 color reverse.



Acceptable 2 color reverse.

LOGO MISUSE

The Weiler logo, including its variations, must be reproduced and applied only as specified in these guidelines. These examples represent some of the many possible misuses of the Weiler logo and should be avoided.

Never alter, add to or re-create the logo or its variations. Always use the electronic files provided.



DO NOT condense, expand, or distort the logo in any way.



DO NOT remove the icon and use the word-mark as a standalone element.



DO NOT use a drop shadow or outline.



DO NOT use unapproved colors for the logo.



DO NOT position the logo within a border.

BACKGROUND CONTROL

To ensure maximum clarity, legibility and impact, the Weiler logo must be reproduced against backgrounds that provide adequate contrast.

When the Weiler logo is placed on a color background, there must be sufficient contrast to ensure that the signature is clearly visible and instantly recognizable.

DO NOT position the logo on busy patterns or photos that do not provide sufficient contrast.

DO NOT position the logo on colors that dominate or provide insufficient contrast.



DO apply on the signature with sufficient contrast.



DO NOT apply the logo without sufficient contrast.



DO NOT apply the logo over a pattern.



DO NOT apply the logo over a high contrast image.

PRIMARY COLOR PALETTE

Bold and patriotic, the Weiler primary brand colors are one of our most well-established brand equities and should be used generously—but intelligently—in conjunction with Weiler brand. As with the logo, the consistent application of these colors is crucial to the success of our brand identity.



PMS 200
CMYK 3 / 100 / 70 / 12
RGB 186 / 12 / 47
HEX #BA0C2F
RAL 3027
Thread 1838



PMS 541
CMYK 100 / 58 / 9 / 46
RGB 5 / 63 / 105
HEX #053169
RAL 5002
Thread 1776

COLOR TRANSPARENCY

Applying transparency to Weiler colors is an acceptable design method to add depth and interest to branded materials. Follow these rules when using transparency to ensure the consistent application of our brand.

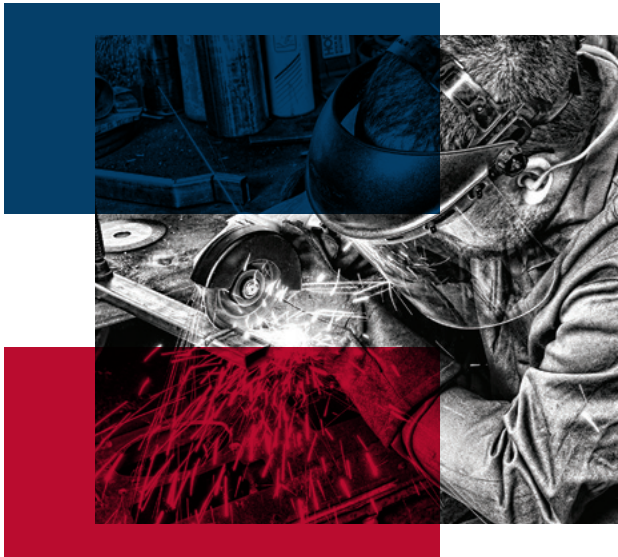
A multiply transparency effect is preferred and should be used if available in the software application.

If a color spans both an image and white background, the multiply transparency effect must be used. This type of transparency should always be applied at 100% opacity. (Example A)

Transparency by reducing the opacity by less than 100% should only be applied when the color overlays an image. The opacity should be a minimum of 85% to ensure the strength of the brand color is maintained. (Example B)

Weiler colors should NOT be used at less than 100% on a white background. (Example C)

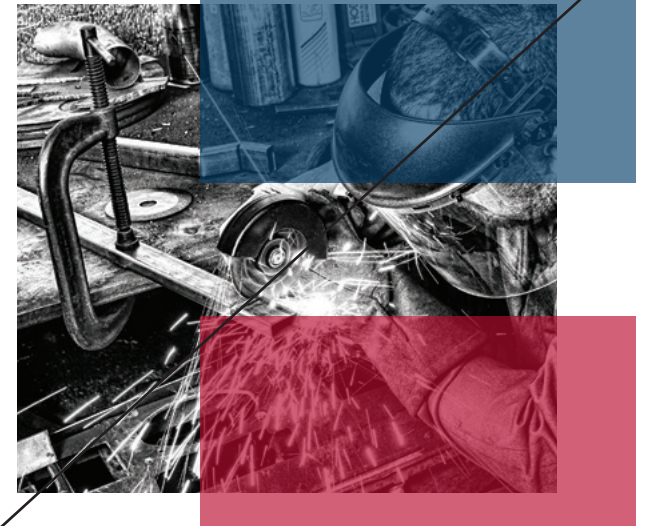
Weiler colors can be used as a transparency over both greyscale and color images.



Example A: Multiply transparency should be used when the color extends beyond the image.



Example B: If transparency is applied to colors, always use an opacity at or greater than 85%.



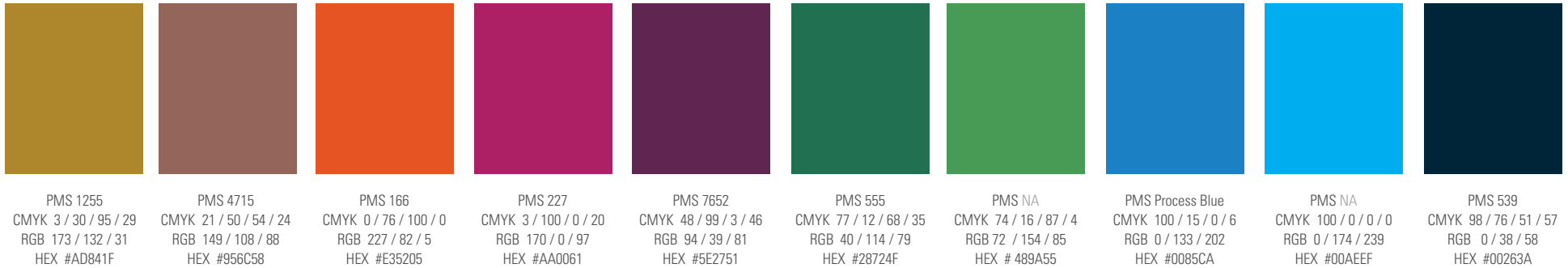
Example C: Never use less than 100% opacity on a white background.

SECONDARY COLORS

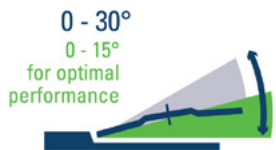
A secondary color pallet is intended to complement the Weiler brand and can be leveraged **only** when additional colors beyond the primary pallet are necessary. Examples of appropriate use of secondary colors includes product branding or supporting charts and graphics in marketing materials.

Weiler secondary colors should only be used as supporting elements within the Weiler brand.

Secondary colors should NOT replace the Weiler blue or red as primary colors.



EXAMPLES



Grinding angle icon using secondary color.

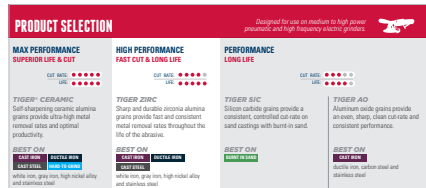
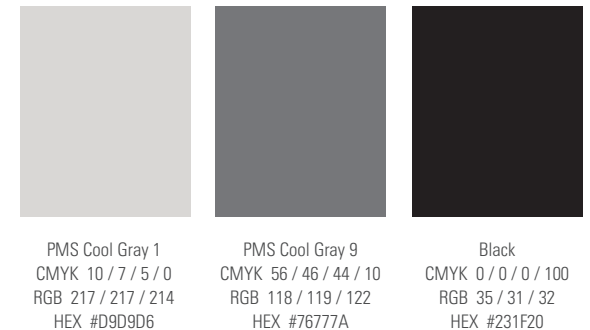


Chart using secondary colors for material identification.



Blotter design using PMS 7652 & 227 secondary colors for performance identification.



PRIMARY TYPOGRAPHY

The primary Weiler typeface families, Franchise, Gotham and Univers Condensed, were selected for their high legible, modern design and diverse weight options. The consistent use of these typefaces promotes a cohesive visual style throughout our communications.

The Franchise font is intended for:

- Document headlines
- Category titles
- Strong, bold statements and callouts

FRANCHISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

The Gotham HTF font is intended for:

- Body headlines & sub headlines
- Product branding

GOTHAM HTF ULTRA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The Univers Condensed font family is intended for:

- Body copy
- Body headlines & sub-headlines
- Charts, graphs & notes

UNIVERS LT PRO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The Univers Condensed font family is intended for:

- Body copy
- Body headlines & sub headlines
- Charts, graphs & notes

PRIMARY TYPOGRAPHY (CONT.)

UNIVERS LT PRO CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNIVERS LT PRO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNIVERS LT PRO CONDENSED BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNIVERS LT PRO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNIVERS LT PRO CONDENSED LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ALTERNATIVE TYPOGRAPHY

The alternative Weiler font family, Calibri, was selected for use when the primary font family is unavailable. This classic sans-serif font is similar in style, weight and occupied space. This font is also a standard for most operating systems.

The Calibri font is intended for:

- Microsoft Office applications.
- Email.
- Online live text where the primary font cannot be used.

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

PHOTOGRAPHY

Weiler's photographic style is authentic and relatable to our end customer audience. Real-world photos of customers using our products are always preferred. Avoid stock photography if at all possible.

Photography is used in branded materials in both greyscale grunge and color. The greyscale grunge style is required when large, impactful imagery is necessary, such as ads, brochure covers or trade show graphics. Branded materials that use a greyscale image should always incorporate a strong use of Weiler primary colors.

Grunge photos should only be used in a Weiler branded design. If a Weiler photo is incorporated in partner branded materials, a color photo should be used.

Color photos are recommended as supporting visuals or when realistic detail is critical to effectively communicating a message.

All application photography should depict the **safe and proper use** of Weiler products.

Greyscale grunge
photo style.



POWERPOINT PRESENTATIONS

Consistent use of Weiler PowerPoint templates reinforces the brand as it is presented in other materials. It also enables co-workers to share content from other Weiler presentations.

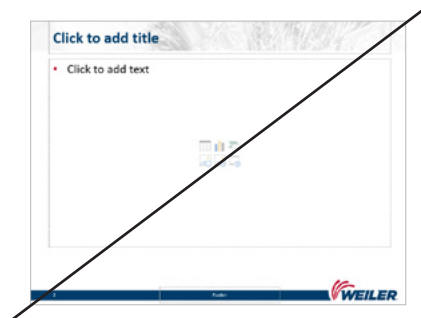
The following are guidelines to aid in the consistent and proper use of the provided templates.

TEMPLATE FORMAT

The new Weiler PowerPoint template was developed in a widescreen 16:9 size. Existing presentations should be transitioned to the new size as they are updated.



NEW widescreen 16:9 size.



OLD standard 4:3 size.

TITLE SCREENS

Two title screens are available for use in the template.



Metal fabrication title slide.



High volume production title slide.

CO-BRANDING PRESENTATIONS

Partner and product branding can be incorporated on the title screen below the red bar.



POWERPOINT PRESENTATIONS (CONT.)

A Weiler PowerPoint template has been developed to apply the brand in a consistent manner as it is presented in other materials. Using the templates also enables co-workers to share content from other Weiler presentations.

The following are guidelines to aid in the consistent and proper use of the provided templates.

Basic PowerPoint guidelines:

- Always use Calibri font family for text
- Always use primary Weiler color pallet

TEMPLATE SLIDES



Title slide



Transition slide



Content slide



Closing slide

LETTERHEAD

A Weiler Letterhead template has been developed in Microsoft Word so letters, memos and other official documents can be easily created while following brand standards. Always use preformatted text styles and colors to ensure the brand is applied in a consistent manner.

Basic guidelines:

- Always use Calibri font family for text
- Always use preformatted text styles for text
- Always use primary Weiler color pallet

LETTERHEAD TEMPLATE

The image displays a Weiler letterhead template with various text elements and callouts. The template includes the Weiler logo, a header section with fields for date, subject, and recipient, a main body of text with several headings, a signature block, and a footer with contact information. The callouts point to specific elements in the template and their corresponding settings in the Microsoft Word ribbon:

- Font pick list:** Shows 'Calibri' selected for both 'Theme Fonts' (Headings) and 'Calibri' (Body).
- Color pick list:** Shows 'Automatic' selected for text color, with 'Theme Colors' and 'Standard Colors' options visible.
- Text style list:** Shows various preformatted text styles such as 'Heading 4', 'Normal', 'No Spac...', 'Heading 1', 'Heading 2', 'Heading 3', 'Heading 5', 'Heading 6', 'Heading 7', and 'Title'.

ANNOUNCEMENTS

A Weiler announcement template has been developed in Microsoft Word so press releases and general announcements can be easily created while following brand standards. Always use preformatted text styles and colors to ensure the brand is applied in a consistent manner.

Basic guidelines:

- Always use Calibri font family for text
- Always use preformatted text styles for text
- Always use primary Weiler color pallet

PRESS RELEASE EXAMPLE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Monica DeBrot
(515) 557-2068
monica@d2m.com

Weiler Abrasives Raises Over \$68,000 to Support United Way Funding to support community programs in Monroe County, Pa.

CRESCO, PA. — January 22, 2019 — Weiler Abrasives, a leading provider of abrasives, power brushes and maintenance products for surface conditioning, announced it has raised over \$68,000 to support the United Way of Monroe County, Pa. During a three-month long company campaign, running from September to November, 2018, employees pledged \$38,296, and the campaign received a \$30,000 corporate match. The donations will serve to support key local United Way programming initiatives for local residents facing poverty. These initiatives include access to healthy food and programming for working families, as well as critical housing services and more.

Weiler Abrasives reports that 24 percent more employees donated compared to the 2017 campaign, and they exceeded their fundraising goal by 6.3 percent.

"The United Way of Monroe County offers services that have such a positive impact on those in need," says Cristina Matos, Weiler Abrasives Sales and Marketing Analyst and United Way committee chairperson. "We are so excited that we can work together with this great organization to help make the community a better place."

Matos led a United Way committee of 14 employees from key departments at Weiler Abrasives, allowing employees direct access to representatives most familiar with the organization's mission and programming. According to Matos, this provided employees greater insight to the value of the United Way programs serving their community.

The committee also hosted the Weiler Abrasives Fourth Annual Golf Tournament in September at Skytop Lodge in Skytop as a means to fundraise for the campaign, while October featured a variety of raffles to support it. Weiler Abrasives held its pledge month in November with the majority of contributions collected directly during this time and by way of raffling larger, donated items.

Weiler Abrasives has been a supporter of the United Way of Monroe County, Pa. since 2002.

About Weiler Abrasives Group
As an industry leader and global manufacturer of surface conditioning solutions, Weiler Abrasives Group is dedicated to forging collaborative relationships with our customers in diverse markets — Metal Fabrication; Industrial Production; and Maintenance, Repair and Operations — to tackle their toughest cleaning, grinding, cutting, deburring and finishing challenges.

Weiler Abrasives, One Weiler Dr., Cresco, Pa., 18326-0149 • (800) 835-9999 • www.weilerabrasives.com

WEILER

Header includes a sparks graphic and red headline. The headline is live text in the template and can be edited if necessary.

Body copy should follow standard text styles built into the template.

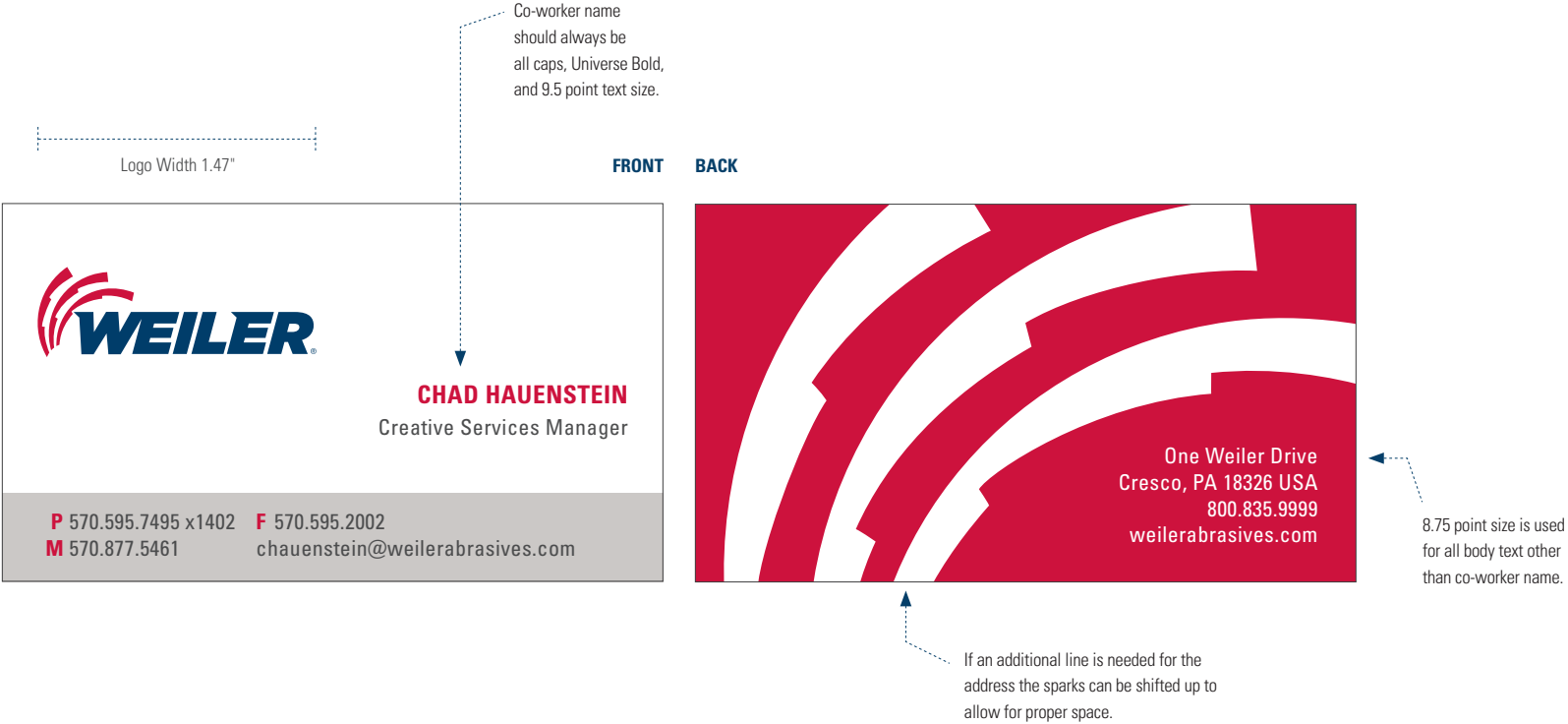
A standard **boilerplate** is included in all press releases to provide a brief description of the company.

Footer incorporates the Weiler logo and blue bar.

BUSINESS CARDS

To ensure global consistency, the Weiler Abrasives business card template and specifications should be leveraged for all co-workers.

- Dimensions:** 3.5"W x 2"H (88,9 x 50,8 mm)
- Ink:** 4-color (Weiler Blue + Weiler Red + Cool Gray 2 + Black 85%)
- Stock:** Endura Digital Silk Cover, 130 Pound
- TypeFaces:** Univers 57 Condensed + Univers 67 Condensed Bold



PRINT ADVERTISING

Product advertising should reflect the personality and tone of the Weiler Abrasives brand. Image, typography and color guidelines should be followed at all times to maintain consistency and build brand awareness.

The following are guidelines to aid in the consistent and proper use of the provided templates:

- Always follow the typography, color and image guidelines provided in this document.
- Application photos should always be in greyscale grunge.
- Headlines should be bold and deliver impact both with its message and visual presence.
- Always leverage the provided templates for ad designs.

Templates can be provided by the Creative Services department upon request.

PRINT AD EXAMPLE

Print ads are comprised of 3 primary graphical elements:

1. Application photo
2. Headline
3. Product photo

ALUMINUM SOLUTIONS

NEW TIGER ALUMINUM CUTTING AND GRINDING WHEELS

Fabricators know aluminum can be a challenging metal to work with because of its low melting temperature and tendency to load and stop cutting. That's why Weiler designed a new line of cutting and grinding wheels that delivers a non-loading solution that maximizes cut rates, increasing productivity when working with aluminum. These wheels leverage a unique blend of abrasive grains and contaminants-free additives that work to prevent loading, resulting in higher cut rates and long wheel life.

Request a **FREE** sample and learn about more aluminum solutions at www.Weilerabrasives.com

FAIRTECH BOOTH # B23058

800.855.9999 / weilerabrasives.com

AD TEMPLATES

TWO LINES

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

Full page, 2 line headline

THREE LINE HEAD

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

Full page, 3 line headline

THREE LINE HEAD

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

Half page, horizontal

TWO LINES

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

Half Page, horizontal alt.

TWO LINES

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

1/3 page, vertical

THREE LINE HEAD

PRODUCT NAME/SUBHEAD HERE

With Weiler, learn more about our abrasives.

1/3 page, vertical alt.

MARKETING LITERATURE: PRODUCT FLYERS

All literature should reflect the personality and tone of the Weiler Abrasives brand. Image, typography and color guidelines should be followed at all times to maintain consistency and build brand awareness.

Literature templates can be provided by the Creative Services department upon request.

FLYER - FRONT

Red headline bar incorporates the brand colors into the design in an impactful way and highlights the headline.

Product brand logo and product photo are highly recommended as supporting elements.

The Univers Condensed font family is used throughout for body copy, sub-headlines and charts.

WEILER

METALYNX[®] THIN CUTTING WHEELS

METALYNX MAX

UltraCut wheels deliver unmatched cutting performance and toughness with a TRUE 1 mm thickness. Proprietary SOLID CORE technology increases density of the wheels, resulting in longer life, reduced friction, and superior stability. From the first cut, operators will experience lightning fast, smooth cutting, and exceptional control for clean, precise cuts on thin sheet metal, profiles, and small diameter rods.

PROPRIETARY SOLID CORE TECHNOLOGY
Increases cutting speed and provides longer life, reduced friction, & superior stability.

BEST ON:
Thin sheet metal, tubes, profiles, small cross-section rods

FEATURES:

- Lightning Fast Cuts** — 20% faster than the closest competitor.
- Long Life** — Maximize cuts per wheel, reducing change-overs and cost of use.
- Reduced Burrs** — Super smooth cuts create smaller, cleaner seams for easier welding.
- Consistency** — A TRUE 1 mm thickness delivers consistency for precision cutting.
- Greater Stability** — Increased wheel density through SOLID CORE technology provides superior wheel stability and optimum safety.

You can be thin and still be tough with Metalynx thin cutting wheels.

weilerabrasives.com/metalynx

Weiler logo is positioned in a prominent location with appropriate clear space surrounding it.

Color photography is recommended for the main image on product flyers because there is limited space for supporting images, and it is important to show the product in a realistic environment.

FLYER - BACK

WEILER

and toughness with a TRUE 1 millimeter thickness. smoother than conventional cutting wheels.

Standard		SBI	
Part	Item	Part	Item
115 x 1/2 x 22-23	UP204020-EP	1500	25
115 x 1/2 x 22-23	UP204020-EP	1500	25
125 x 1/2 x 22-23	UP204020-EP	1250	25
125 x 1/2 x 22-23	UP204020-EP	1250	25

MAX INOX ULTRACUT[™] 1 Thin Cutting Wheels
Containment-free for stainless.

Standard		SBI	
Part	Item	Part	Item
115 x 1/2 x 22-23	UP204020-EP	1500	25
115 x 1/2 x 22-23	UP204020-EP	1500	25
125 x 1/2 x 22-23	UP204020-EP	1250	25
125 x 1/2 x 22-23	UP204020-EP	1250	25

MAX INOX & METAL ULTRACUT[™] 1 Thin Cutting Wheels
Fast cut and long life on metal.

Standard		SBI	
Part	Item	Part	Item
115 x 1/2 x 22-23	UP204020-EP	1500	25
125 x 1/2 x 22-23	UP204020-EP	1250	25

CUTS 20% FASTER than the closest competitor.

PROPRIETARY SOLID CORE TECHNOLOGY
Increases wheel density, resulting in longer life, reduced friction, & superior stability.

A TRUE 1 mm THICKNESS
Delivers precise, consistent cuts you can count on.

TRUE 1 mm

STANDARD 1.2 mm

NEW BOBCAT REMOVES MORE MATERIAL
SAVES UP TO 50% MORE CUTTING TIME PER HOUR.

NEW BOBCAT

ADVANCED DESIGN

REMOVES MORE MATERIAL

APPLICATIONS
Cutting, Grinding, Edge Finishing, Steel Blending, Blending & Finishing

BEST ON
Steel, Stainless Steel, Structural Steel and Cast Iron

weilerabrasives.com/metalynx

EXAMPLES

WEILER

DUALY WELD CLEANING BRUSHES

The Dually From Weiler

Developing unique dual bristles, the Dually line of wheels cleans up shop dirt, grime, rust and scale from the wheels to maximize cutting life. They're not just any brush. They're Weiler. Weiler dual.

Maximum Cleaning Action — Fastening wheel bristles with the most aggressive cutting bristles. They have dual bristles to ensure the best performance.

Long Wheel Life — Utilizing the highest quality heat-treated dual wire and construction that creates enhanced heat treatment. The Dually delivers smooth operation and long life for the most demanding cuts in demanding metal grinding applications such as angle maintenance.

Improved Over Safety — The new design, dual bristles is designed to provide enhanced heat treatment to ensure the best performance in the most demanding applications.

The dual has not design makes these wheels Fly 'N Fast!

MADE IN USA

weilerabrasives.com

WEILER

WOLVERINE[™] FLAP DISC

WOLVERINE

Wolverine Wolverine flap discs are designed to deliver fast material removal and consistent performance at a great value. Wolverine Wolverine gives you the job done for fabrication professionals, applications grinding and blending and provides clean and easy-to-use applications.

Typical applications:
Steel surface grinding, flat grinding, finishing, blending, weld grinding, grinding, general stock removal, finishing, angle grinding (FIBERS)

Benefits of Wolverine Flap Discs:

- Fast Cut Rate** — Contains Alzoxite grains in soft clapping, delivering aggressive grinding from across the wheel.
- Flexibility** — Choose between metal or flat styles for optimal angle of approach and desired finish to work as a variety of backing options, others and suitable dependent to flat work.
- Fast Change Over** — Available with a quick change (QCF) 11 not in addition to QCF (QCF) discs.

PROFESSIONAL GRADE PERFORMANCE AT A GREAT VALUE

MADE IN USA

weilerabrasives.com

WEILER

MORE BITE FOR YOUR BUCK

TIGER BOBCAT

MORE LIFE & MORE OPTIONS

Bobcat's Tiger Bobcat line features over 100 different applications, being used and accepted from existing, including the most used of all. The Tiger Bobcat line offers a wide variety of applications for grinding and blending, and provides clean and easy-to-use applications.

FEATURES AND BENEFITS:

- Removes More Material** — The Tiger Bobcat line 1.0 mm thick, featuring the most used of all.
- Aggressive Grinding** — Aggressive grinding and delivers more grinding material per cut than the most competitive grinding line.
- Multiple Options** — The Tiger Bobcat line offers a wide variety of backing options, others and suitable dependent to flat work.

APPLICATIONS
Cutting, Grinding, Edge Finishing, Steel Blending, Blending & Finishing

BEST ON
Steel, Stainless Steel, Structural Steel and Cast Iron

NEW BOBCAT REMOVES MORE MATERIAL
SAVES UP TO 50% MORE CUTTING TIME PER HOUR.

NEW BOBCAT

ADVANCED DESIGN

REMOVES MORE MATERIAL

APPLICATIONS
Cutting, Grinding, Edge Finishing, Steel Blending, Blending & Finishing

BEST ON
Steel, Stainless Steel, Structural Steel and Cast Iron

weilerabrasives.com

BROCHURES & CATALOGS

Resource callout is incorporated onto the back cover to provide options to learn more or find contact information.

The **blue bar** acts as a corporate signature on literature. The Weiler logo can be incorporated as shown in this example; above the bar if it spans the entire length of the page or to the right of the bar. The bar should always be the same height as the W in the logo.

The additional page count in brochures and catalogs allows space for guidance on **product selection**.

Color photography is recommended for supporting images where it is important to show the product in a realistic environment.

UNCAGED AND READY TO ATTACK

Weiler's cutting, grinding and combination wheels help you overcome the toughest materials and the most demanding jobs. Our high quality line helps you select the best solution for your application. Whether you're looking for surface work, internal grinding, grinding, machining, cutting or edge finishing, Weiler will get it done for you.

MAX PERFORMANCE TIGER ZINC / UltraCut™	MAX PERFORMANCE TIGER ZINC / UltraCut™	MAX PERFORMANCE TIGER ZINC / UltraCut™	MAX PERFORMANCE TIGER ZINC / UltraCut™
HIGH PERFORMANCE TIGER ZINC / UltraCut™	HIGH PERFORMANCE TIGER ZINC / UltraCut™	HIGH PERFORMANCE TIGER ZINC / UltraCut™	HIGH PERFORMANCE TIGER ZINC / UltraCut™
PERFORMANCE TIGER ZINC / UltraCut™	PERFORMANCE TIGER ZINC / UltraCut™	PERFORMANCE TIGER ZINC / UltraCut™	PERFORMANCE TIGER ZINC / UltraCut™
VALUE TIGER ZINC / UltraCut™	VALUE TIGER ZINC / UltraCut™	VALUE TIGER ZINC / UltraCut™	VALUE TIGER ZINC / UltraCut™

GRINDING

GRIT / GRIT / GRADE

APPLICATION

BACK COVER

FRONT COVER

BONDED

Brochure headline should be bold and deliver impact. Franchise is the required font for headlines.

Greyscale grunge photography is recommended for the main image.

Product photos overlay the photography and/or headline to provide depth within the design. When taking this approach, a solid white drop shadow should be applied for additional depth.

CUTTING WHEELS

Weiler's diverse line of cutting wheels provide a consistent, well balanced, high quality solution. From our thin cutting wheels that slice through metal, to our large diameter wheels for the biggest cuts, professionals get the most demanding jobs done right and done fast.

FEATURES:

- UltraCut 1mm** cutting wheels deliver lightning fast, super smooth, clean cuts on sheet metal, tubes, profiles, and small cross-section rods.
- Smooth outer layer** on performance cutting wheels reduces friction that translates to an effortless cut and less kickback during operation.

TYPE 1 FOR GRINDERS

HIGH PERFORMANCE THIN CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
ULTRA-CUT™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

PROPRIETARY SOLID CORE TECHNOLOGY

A TRUE 1MM THICKNESS

CUTS 20% FASTER

TYPE 1 WHEELS

STANDARD 20"

TYPE 1 FOR GRINDERS

MAX PERFORMANCE CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
TIGER ZINC / UltraCut™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

HIGH PERFORMANCE CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
TIGER ZINC / UltraCut™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

PERFORMANCE CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
TIGER ZINC / UltraCut™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
TIGER ZINC / UltraCut™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

CUTTING

Series	Material	Thickness	Grade	Max RPM	Std. Pack	Item #
TIGER ZINC / UltraCut™	ALUM	1.125"	AJ51	12,000	25	58101
	ALUM	1.125"	AJ52	12,000	25	58102
	ALUM	1.125"	AJ53	12,000	25	58103

Iconography is used throughout Weiler marketing materials to aid in product identification and selection. Consistent use of Weiler icons is necessary to make selection easy across different product lines and materials.

Product charts are designed using a mix of Weiler body copy fonts. Chart design takes a minimalistic approach, only using grey shading when separation of columns is necessary.

INSIDE SPREAD

PREMIUM ITEMS

Branded premium items are an excellent way to represent the Weiler brand and build brand awareness.

When embroidering the Weiler logo, follow logo variation and background control guidelines to ensure good contrast on apparel. Always use approved thread colors for Weiler logo embroidery.

The preferred location to apply the Weiler logo is the left chest or left collar. If co-branding with a partner, the sleeve is an acceptable secondary location. The Weiler logo and partner logo should be similar in size.

When choosing a premium item to promote a product brand or campaign, always select an item that can also include the Weiler logo.

Embroidery logo size is 3" (76,2 mm) wide.

Primary locations for logo embroidery.

Secondary location for logo embroidery.

Recommended colors for branded apparel:

- Weiler Blue
- Weiler Red
- Black
- White
- Light Grey
- Dark Grey

Always use approved thread colors for Weiler logo embroidery:
Red - 1838
Blue - 1776

Examples of branded premium items:



MERCHANDISING

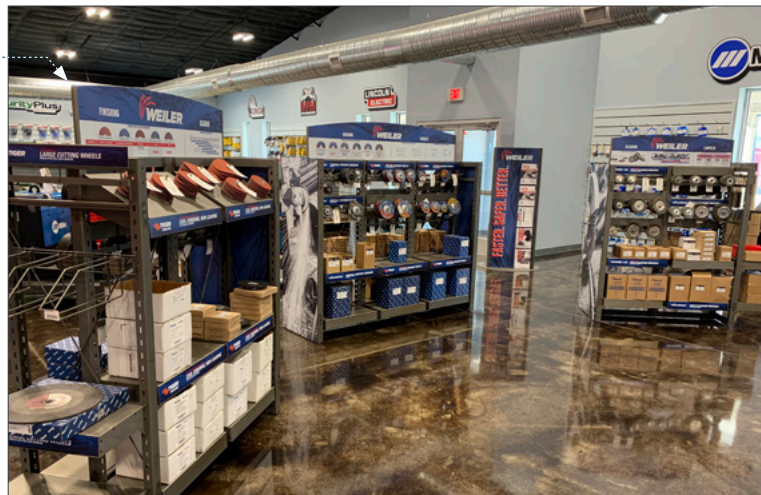
Weiler offers several standard showroom display options to meet the merchandising needs of our partners. However, we also understand a custom solution is necessary at times. In those instances, please keep in mind the following:

Weiler Brand Application: Always lead with the Weiler brand logo, including it in the primary location. This approach provides an umbrella for all our product brands.

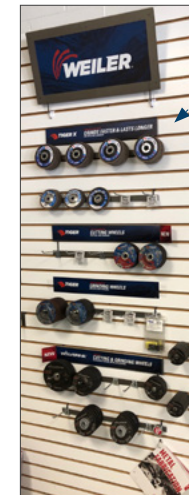
Product Brand Application: Product brands should be included as a visual aid to help organize products. For example, the product brand is featured on channel cards on our standard displays.

Product Positioning: When developing planograms for showroom displays, always position the highest performance products in the premium position. This is typically the top of the display or eye level. Value tier products should be positioned below similar performance products.

Custom header graphics can be created to help with product selection and promote the Weiler brand.



These examples show how a standard display can be reconfigured to fit the provided space. Displays are organized by product type and performance to help with product selection.



Channel cards are leveraged for product branding and help with product organization.

Incorporating the Weiler logo on display headers provides consistency and builds brand awareness.



VEHICLE BRANDING

Best practices when designing vehicle wraps:

- Keep your message simple and don't overload your vehicle with complex graphics and information.
- Remember that vehicles are three-dimensional and branding should be applied to more than the sides.
- If using photos, always make sure they are of high enough quality to print clearly.

Company vehicles are seen within our communities and by our customers, so they provide an excellent opportunity to increase our brand visibility.

The first method to brand vehicles is by applying a logo magnet or decal to the car or truck. The logo size is 20" x 7" (20 mm x 177,8). Branding should be applied to both the sides and back of the vehicle, space permitting.

The second method is to apply a wrap to the vehicle. Wrap designs should prominently display the Weiler logo and strongly incorporate the primary brand colors. If a vehicle wrap is required, please consult with the Weiler Creative Services team.



Apply the Weiler logo to the vehicle's sides and back when space allows to maximize brand visibility.



When designing vehicle wraps, keep the design simple yet powerful.

VIDEO

Video is arguably one of the most complex content formats one can create. However, video content can have consistency if these guidelines are followed.

Basic guidelines:

- Always use Weiler colors and fonts.
- Avoid stacking captions more than two lines.
- Avoid low resolution/quality visuals.
- Avoid special effects lacking production value.
- Never compose key elements outside the live area.
- Be mindful of placing graphics over key imagery.
- Always maintain good contrast with text over video. It is highly recommended to apply a color bar between text and video.

Tone: The tone of Weiler marketing videos should reflect our brand; confident, direct, proud and bold.

Personality: The personality of Weiler videos should also come through; team-oriented, passionate, energetic and innovative.

Branding / Bumper: When using the Weiler logo, always follow proper use and clear space guidelines. All production videos must end with our standard Weiler branded bumper.

Editing style: Transitions, graphics and animations should be in keeping with the tone and personality and always add production value.

Color / Contrast: When color grading, videos should be produced with consistent rich color and high contrast for an edgy, bold look. See the following video example for reference. <https://youtu.be/85PftUgIxrU>

EXAMPLES



Example of a full-screen text transition using Weiler fonts and colors.



Full-screen callout using colored bars.



Graphic style for a nameplate.



Small text, callout or highlight.



Standard Weiler bumper should close all branded videos.

MASS EMAIL

Similar to advertisements, mass emails should reflect the personality and tone of the Weiler Abrasives brand. Image, typography and color guidelines should be followed at all times to maintain consistency and build brand awareness. A template has been created and is available through the Creative Services team to ensure a consistent look for all email communications.

The following are guidelines to aid in the consistent and proper use of the provided template:

- The Weiler logo should always appear in the top center of the email.*
- To ensure fonts display consistently on all devices, use the Arial font family for all live text. Use the primary Weiler fonts for graphics within the email design.
- Always include a strong, clear call to action for your target audience.
- A standard footer design is included as part of the template. Each region should customize the footer content as needed, including relevant social icons, addresses, etc.
- Always consider mobile and desktop devices when designing emails. Always test on mobile and desktop devices to ensure legibility and conformity to the template.

Co-branding:* If creating a co-branded email, it is acceptable to reposition the Weiler logo to the left. Always size the logos similarly and follow proper clear space requirements.

Secondary Headers: Arial Bold, 30 point, Weiler red.

Dividers: Use a divider bar to separate content. Weiler blue, 4 point.

ABC Supply **WEILER**

New Grinding Wheels Help Eliminate Bottlenecks In Foundries

ANTI-CHIPPING **CERAMIC**
performance

INCREASES SAFETY

Introducing a new line of abrasives designed for maximum performance in foundry applications. From gate removal to id-cleaning, we offer the right product solutions and expertise to help you find production and process efficiencies in your cleaning room and eliminate the bottlenecks in your foundry operation.

A Ceramic Advantage
Weiler Tiger Ceramic is the next evolution in technology for foundries. These wheels leverage a ceramic grain that recharges for ultra-fast grinding and a significant increase in wheel life.

TYPE 27 GRINDING WHEELS:

Wheel Type	Material Removal Rate (mm³/min)
Tiger Ceramic	40%
Standard Wheel	25%
Another Wheel	15%

Tiger Ceramic removes up to 40% more material over the life of the wheel compared to competitive zirconia products. This translates to better productivity in the cleaning room and a reduction in abrasives usage.

Test Our Abrasives And Find Your Competitive Advantage
If you are looking to eliminate the bottlenecks in your foundry operation and maximize production and profitability in the cleaning room, contact us to schedule a product test.

MASS EMAIL EXAMPLE

WEILER

ARTICLE:
Tips for Product Selection and Cleaning Between Welding Passes

Article by Ron McCarthy

Multi-pass welds are necessary in many applications to join butt welds in the same plane that have a gap or bevel, including welds used in heavy-duty structural, process pipe, pipeline, shipyard and pressure vessel industries. Adding layers of weld to thick metal joints increases the strength of critical welds where testing is often required and weld failure could be catastrophic.

The abrasives and brushes used for grinding and cleaning between weld passes play an important role in the quality of the finished weld.

Learn more about selecting the right abrasive products for multi-pass welds and some best practices to help improve product life and results.

CONTINUE READING
(5 minute read)

in **yt** **ig**

Copyright © 2022 Weiler Abrasives, All rights reserved.

Our mailing address is:
1 Weiler Drive, Cresco, PA 18326

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

The Weiler logo is part of the header template and should not be altered.

Main Title: Arial Bold, 30 point, Weiler blue should be used as the primary color. Weiler red can be used to emphasize part of the message.

Graphic headers should be the full width of the email and support the main topic. The design of this graphic can be customized.

Body: Use Arial Regular, 17 Point, Weiler blue should be used as the primary color. Calibri bold can be used to highlight important parts of the message.

Call To Action: Always use a strong call to action. The design uses a Weiler red button graphic with Univers Condensed Bold text.

Footer: Each region should customize the footer content as needed, including relevant social icons, address etc.

SOCIAL MEDIA

Social media best practices:

- Always consider the target audience for each channel and select appropriate content for that audience.
- Always follow proper image size guidelines for each social media channel.
- Use consistent messaging that reflects the brand's voice and tone. Don't use slang unless it's relevant to the brand.
- When incorporating text into social graphics, keep it short and to the point, using as little text as possible.

Social media is a dynamic environment that is constantly evolving. Weiler brand standards should always be followed when creating branded content, including the proper use of logos, fonts, colors and photography. The following design examples should be used as a guide in creating social media content.

When creating graphics for social media, it is recommended to use color images when the photo is the focal point of the design. Greyscale grunge images can be used when the image is a supporting element of the graphic and when strong use of the Weiler primary colors is incorporated into the design.

SOCIAL MEDIA EXAMPLES



Example of a story, highlighting our culture.



Example of a job post using color imagery, Weiler fonts and colors.

Example of a W3 webinar promotional post, keeping text within the graphic to a minimum.



Example of an article feature post.

Social media images that use a greyscale grunge image should always incorporate a strong use of Weiler's primary colors.



An example case study post highlighting key takeaways, encouraging the reader to click.

WEBSITE

The Weilerabrasives.com website utilizes brand standards in combination with page templates, modules and formatted text styles to aid in the creation of new website content. We can ensure a consistent brand look across our site by following these principles.

Typography: Oswald Web and Roboto fonts have been selected as website-specific fonts. These fonts were carefully chosen because they closely match the Weiler primary fonts and provide the technical flexibility to display on all digital devices. These fonts should only be used on the weilerabrasives.com website and not incorporated into other Weiler branded materials.

Always use designated text styles when adding content to the site. Header and body text styles are built into our CSM system and should always be used when adding or editing content to weilerabrasives.com.

WEBSITE STYLE GUIDE SHEET

COLORS

Primary Color #BAC02F	Secondary Color #003366	Background #F2F2F2	Text Color #404040	Text Color #000000	Background #F2F2F2	Title Background #F2F2F2
Text Color #FFFFFF	Text Color #000000					

RULES & BORDERS

Heavy Rule Stroke Weight: 3px
Heavy Rule Stroke Color: #BAC02F

Light Rule Stroke Weight: 1px
Light Rule Stroke Color: #000000

Box Border Stroke Weight: 1px
Box Border Stroke Color: #000000
Box Fill: #F2F2F2, #E0E0E0

TYPOGRAPHY

Oswald Web

Font Family: Oswald Web

Font Weights: Regular, Bold

Font Sizes: 14px, 16px, 18px, 20px, 24px, 30px, 36px, 48px, 60px, 72px

Line Height: 1.2

Letter Spacing: 0.1em

Paragraph: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 1: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 2: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 3: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 4: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 5: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

Title Heading 6: Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan. Nam porttitor blandit accumsan.

LINKS

Inline Link Default: Font: Oswald Web Regular, Color: #BAC02F, Decoration: Underline / None

Inline Link Hover: Font: Oswald Web Bold / Semibold Regular, Color: #003366, Decoration: Underline

Inline Link Default: Font: Oswald Web Regular, Color: #BAC02F, Decoration: None

Inline Link Hover: Font: Oswald Web Regular, Color: #BAC02F, Decoration: Underline

BUTTONS

Red - Large

Default: Default Color: #BAC02F, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Hover: Default Color: #003366, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Disabled: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Red - Medium

Default: Default Color: #BAC02F, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 30px, Corner Radius: 1px

Hover: Default Color: #003366, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 30px, Corner Radius: 1px

Disabled: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 30px, Corner Radius: 1px

Navy Blue - Large

Default: Default Color: #003366, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Hover: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Disabled: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Navy Blue - Medium

Default: Default Color: #003366, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Hover: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

Disabled: Default Color: #000000, Font: Oswald Bold, Font Style: All Caps, Font Size: 16px, Font Color: #FFFFFF, Button Height: 40px, Corner Radius: 1px

WEBSITE (CONT.)

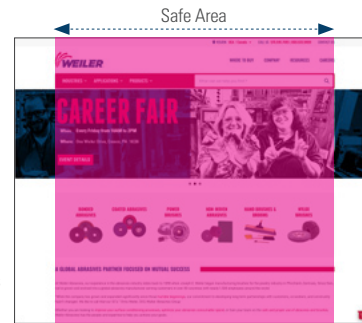
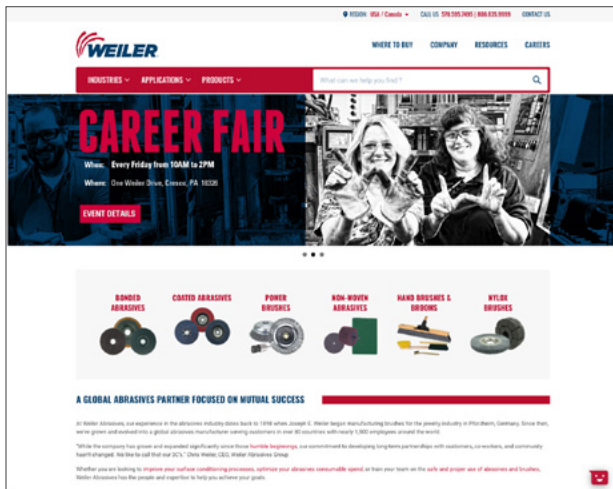
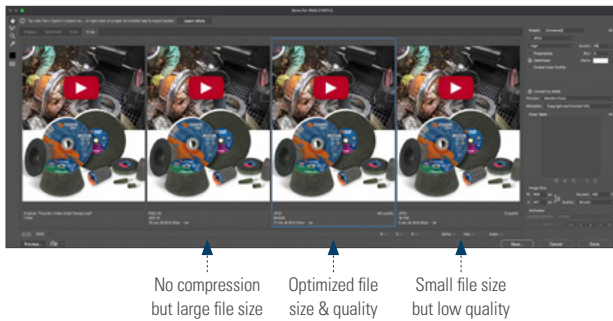
Imagery: When creating graphics for the website, follow photography standards. Always use images that are clear and high quality. Avoid using images that are blurry or degraded. To ensure consistency and streamline production, image templates are available and should be utilized.

Page Templates: When creating new pages, a consistent look must be maintained. Every effort should be made to use existing templates and modules. If new templates or content modules are required, please consult with the digital marketing manager.

Safe Area: Always design so the content sits inside the safe area of the site.

Testing: When updating or creating pages, always test in our sandbox environment for proper content display and page functionality prior to publishing on the production site. Always test for mobile and desktop viewing.

All images should be optimized for use on the website. Images should be scaled to the appropriate display size. When saving images, use appropriate compression where the file size is as small as possible without noticeable quality loss.



Always design so the content sits inside the safe area of the site.

Graphics templates are available for main banner graphics and category graphics for applications, industries, and products.



Safe areas are included in design templates.

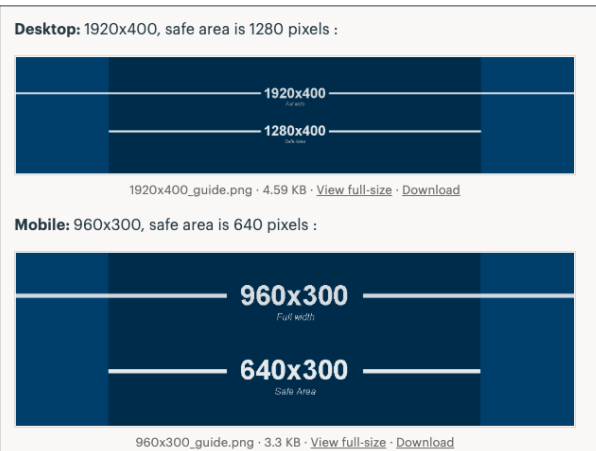
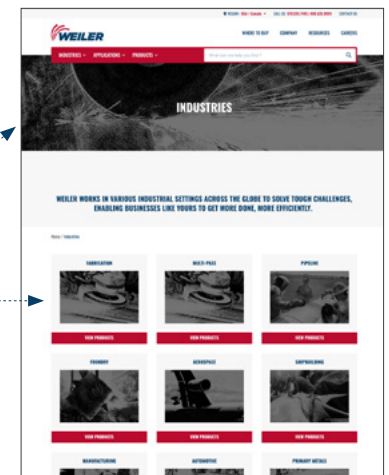


Image overlays are included in design templates.

Example of an industry category graphic.



PARTNER CO-BRANDING

At Weiler, we value our distributor partnerships, and we work side-by-side as colleagues to solve our end-customers toughest challenges. Our goal with all co-branded materials is to convey that partnership while still respecting the unique qualities of our brands. To achieve this, follow these guidelines:

Always size the logos similarly, so one logo does not overpower the other.

Never stack the logos directly on top of each other.

Always follow proper use and clear space guidelines. The minimum space between logos must be the height of the R in the Weiler logo.

When creating co-branded materials, never mix brand styles. The designed materials should utilize the Weiler brand style and include the partner logo or vice versa. Mixing brand styles causes brand confusion and dilutes both brands.

When creating co-branded mass emails, it is acceptable to reposition the Weiler logo to the left. Always size the logos similarly and follow proper clear space requirements.



When the Weiler logo is applied to a distributor branded truck, follow proper use and clear space logo guidelines.

Partner logo properly added to a Weiler branded flyer.

- Both company logos are of similar size.
- Clear space requirements are respected.
- Company brand designs are not mixed together.



It is acceptable to apply the Weiler logo to co-branded apparel to the left chest, right chest or sleeve. The logos should be of similar size.

Partner branding can be incorporated on the title screen below the red bar.

Digital graphics, banners, and event graphics can also be co-branded to demonstrate partnership without diluting either brand.

PRODUCT BRANDS

Weiler Abrasives product brands are unique in design and specifically intended to market the Weiler Abrasives family of products. Weiler product brands allow us to distinguish our products from the competition, organize products by performance and market within geographical areas. Sub brands and brand tiers help our customers choose the best product that fits their application, performance and price needs. Below is a high-level view of Weiler's abrasives brands.



Industrial grade performance line of abrasives available in the Americas market.



Industrial grade performance line of abrasives available in the EMEA market.



Professional grade value line of abrasives and brushes available in the Americas market.



Construction grade line of abrasives available in the EMEA market.

PRODUCT LOGO GUIDELINES

When using Weiler product brands, always use the preferred logo when possible. However, when primary logos cannot be properly reproduced or applied, several logo variations are available.

Always follow the Weiler logo proper use guidelines for background control, logo misuse, clear space and minimum size when using product brand logos.

Brand colors



PMS 200
CMYK 3 / 100 / 70 / 12
RGB 186 / 12 / 47
HEX #BA0C2F



PMS 541
CMYK 100 / 58 / 9 / 46
RGB 5 / 63 / 105
HEX #053F69

Preferred logo



Logo variations



Acceptable 2 color reverse.



Acceptable 1 color reverse.



Acceptable 1 color black.

Brand colors



PMS 200
CMYK 3 / 100 / 70 / 12
RGB 186 / 12 / 47
HEX #BA0C2F



Black
CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX #231F20

Preferred logo



Logo variations



Acceptable 2 color reverse.



Acceptable 1 color reverse.



Acceptable 1 color black.

PRODUCT LOGO GUIDELINES (CONT.)

Brand colors



PMS 166
CMYK 0 / 76 / 100 / 0
RGB 227 / 82 / 5
HEX #E35205



PMS 541
CMYK 100 / 58 / 9 / 46
RGB 5 / 63 / 105
HEX #053F69

Preferred logo



Logo variations



Acceptable 2 color reverse.



Acceptable 1 color reverse.



Acceptable 1 color black.

Brand colors



Black
CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX #231F20



PMS Cool Gray 1
CMYK 10 / 7 / 5 / 0
RGB 217 / 217 / 214
HEX #D9D9D6

Preferred logo



Logo variations



Acceptable 2 color reverse.



Acceptable 1 color reverse.

DESIGNING WITH PRODUCT BRANDS

Weiler's vision is to become the global market leader in abrasives. To support this vision and to grow awareness for the Weiler brand, product brands leverage the same consistent Weiler look and feel for all materials.

The Weiler logo should always accompany a product design when communicating our brand. If there is only enough space for one logo, the Weiler logo is preferred.

MAXIMUM IMPACT

ROUGHNECK MAX
CLEANS WELDS BETTER, FASTER.

A weld is only as good as the wire brush used to clean it. Like any welder, we take pride in delivering our absolute best. That's why we re-engineered our stringer bead brush to deliver MAXimum impact, letting the wire do the work. Our beveled up Roughneck Max brush delivers up to twice the life. Combine that with the hardest, strongest wire and an improved knot design to MAXimize cleaning power and you have a brush that you can trust when your name is on the line.

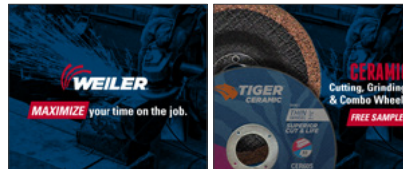
Roughneck Max cleans welds better, faster... AND it lasts longer.

Learn more at weilercorp.com/Max

800.835.5999 / weilercorp.com

This ad was designed using a Weiler print ad template to promote Roughneck Max power brushes. All colors and fonts within the ad meet Weiler brand guidelines while featuring the product brand appropriately.

Screen 1 Screen 2



These digital banner examples highlight the product brand through the product image and feature the Weiler logo to build brand awareness.



The Weiler logo should be prominent on merchandising displays in distributor partner showrooms. Product branded graphics add value by helping with product organization and selection.

WEILER

METALYNX THIN CUTTING WHEELS

METALYNX MAX

UltraCut wheels deliver unmatched cutting performance and toughness with a TRUE 1 mm thickness. Proprietary SOLID CORE technology increases density of the wheels, resulting in longer life, reduced friction, and superior stability. From the first cut, operators will experience lightning fast, smooth cutting, and exceptional control for clean, precise cuts on thin sheet metal, profiles, and small diameter rods.

PROPRIETARY SOLID CORE TECHNOLOGY
Increases cutting speed and provides longer life, reduced friction, & superior stability.

BEST ON:
thin sheet metal, tubes, profiles, small cross-section rods

FEATURES:

- **Lightning Fast Cuts** — 20% faster than the closest competitor.
- **Long Life** — Maximize cuts per wheel, reducing change-overs and cost of use.
- **Reduced Bars** — Super smooth cuts create smaller, cleaner seams for easier welding.
- **Consistency** — A TRUE 1 mm thickness delivers consistency for precision cutting.
- **Greater Stability** — Increased wheel density through SOLID CORE technology provides superior wheel stability and optimum safety.

You can be thin and still be tough with Metalynx thin cutting wheels.

weilerabrasives.com/metalynx

This product flyer uses the Weiler brand colors, fonts and aesthetics, associating the product brand to the Weiler brand.