



THE POWDER COATING INSTITUTE

2170 Buckthorne Place • Suite 250 • The Woodlands, TX 77380 • 832.585.0770
(800) 988-COAT • FAX 832.585.0220 • www.powdercoating.org



THE STAMP - HOW IT WILL WORK FOR YOU

Dear Powder Coating User:

Thank you for your interest in the Powder Coated Tough trademark program. The Powder Coated Tough Stamp was developed by The Powder Coating Institute (PCI) in response to the market's need to show the benefits of powder coating as not only tough and of high quality but also highlight the environmental friendliness of powder coating technology. This Stamp was developed to illustrate toughness and the Stronger, Greener and Better aspects of powder coatings compared to alternative technologies. The Powder Coating Institute continues to conduct extensive national and international advertisements and public relations programs so consumers are aware and looking and asking for powder coatings. By using this Stamp on your products you now can help them identify and purchase your products.

Another huge benefit, Stamp users will be listed in our publication, Powder Coated Tough, as a Powder Coated Tough Stamp participant. The thousands of readers who view this magazine, will have access to your company name and web address (if provided).

We are doing all of this to help the Powder Coated Tough Stamp become recognized by more and more people as a symbol of quality and environmental friendliness. The more companies using the Stamp, the more prominent it will become and the more beneficial it will be for everyone using it. If you have questions or suggestions about the program or these materials, please contact me at 832-585-0770.

Sincerely,

Jennifer Egan
Program Director



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	<h3>Guidelines for Use of Powder Coated Tough Stamp (Logo)</h3> <p>You can use the Powder Coated Tough Stamp (Logo) printed directly onto your projects, within the parameters outlined by The Powder Coating Institute, as a vehicle to promote powder coating and its benefits.</p>
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What is the Powder Coated Tough Stamp?

The Powder Coated Tough Stamp represents the technology of powder coating. The symbol is likely to convey that a product or the process of powder coating was used to produce a stronger, greener and better finish.

Why use the Powder Coated Tough Stamp?

When you use the Powder Coated Tough Stamp, you are indicating to consumers that the product or service you are using has a powder coated finish. This helps by producing a stronger finish and is more environmentally friendly than other finishes.

How to use the Powder Coated Tough Stamp?

Easy as 1-2-3.

1. Register by completing the registration form.
2. You will be emailed or mailed the Stamp logo in various formats
3. Start using the Stamp

Guidelines are listed on the following page.



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Under the following conditions third parties (persons, companies) can use the Powder Coated Tough Stamp:

1. Qualified registered users of the Stamp may use the stamp if in good standing with The Powder Coating Institute. Registrants must annually renew their application with The Powder Coating Institute.
2. The Stamp may be used in publications and/or displays that promote powder coating, use powder coating, certification programs, members of The Powder Coating Institute, registered users of the stamp and recognized partner organizations.
3. It must be clear for an average viewer that your use of the Stamp is not an official Powder Coated Tough or The Powder Coating Institute website, publication or product.
4. You can use the Powder Coated Tough Stamp on promotional products, such as T-shirts, caps or trade show booths, provided it is a secondary brand as described above.
5. The Stamp may be used on advertisements, official stationary, fax cover pages, marketing materials, websites and other promotional products. When used in a digital format or with a link on a web page, it should point to <http://www.powdercoating.org>.
6. The entire Stamp must be used. The Stamp may not be altered in any way (from what is shown on the logo sheet) to either eliminate or add elements, nor shall the Stamp or any elements of the Stamp be combined with other text or images. The Stamp is used unaltered, without fancy enhancements, in original colors, original typography, and always complete (stamp + text).
 - a. The Stamp is available in different formats to best suit the application and substrate (background).
 - b. The Stamp can only be used in the supplied formats; please contact The Powder Coating Institute if a special design is required for an application for approval.
7. The Stamp may be reduced or enlarged to suit the use, but the scale of the elements should be retained.
8. The Stamp must not be used in a fashion that implies or allows an inference of endorsement of a product or service by The Powder Coating Institute.
9. The Powder Coating Institute reserves the right to revoke use permission if it deems the use is not in the best interest of The Powder Coating Institute.



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Promotional Ideas for Manufacturers

1. Prominently display the Powder Coated Tough Stamp trademark on the following materials:
 - Products or product labels
 - Advertisements
 - Consumer catalogs
 - Store displays
 - Point-of-purchase materials
 - Web site
 - Brochures
 - Company letterhead
 - Exhibit booths
 - Rolodex cards
 - Packing or packaging materials or boxes
 - Invoices
 - Yellow Pages/business directory
 - Business cards
 - Signs/flags/banners for your plant
 - Postage meter strips
2. Work with local retailers who feature your powder coated products to develop consumer awareness with in-store promotions of powder coating. Explain to the retailers that by featuring powder coated products and aggressively promoting them, they are offering additional value to their customers.

Promotional Ideas for Custom Coaters

1. Prominently display the Powder Coated Tough Stamp trademark on the following materials:
 - Advertisements
 - Web site
 - Brochures
 - Company letterhead
 - Exhibit booths
 - Rolodex cards
 - Packing or packaging materials or boxes
 - Invoices
 - Yellow Pages/business directory ads
 - Business cards
 - Postage meter strips



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POWDER COATED TOUGH STAMP PARTICIPATION FORM

The Powder Coating Institute (PCI) welcomes you to use the Powder Coated Tough Stamp, subject to the guidelines below.

- The Stamp is to be used in relation to powder coated products or the powder coating industry.
- Additional lettering (i.e. a company name or slogan) is not to be incorporated into the Stamp.
- "The Powder Coating Institute," "PCI," or the PCI logo is not to be incorporated into the Stamp.
- It is understood the Stamp does not speak to the quality of the product to which it is affixed and should not be used in conjunction with a certification or warranty program.
- The Stamp users are asked to provide PCI samples of printed material you produce using the Stamp such as brochures, advertisements, letterhead and catalogs.
- PCI has the right to withdraw permission to use the Stamp for any reason at anytime.
- PCI assumes no liability for any claims, actions, injuries or legal expenses related to the manufacture, sale or use of any merchandise carrying the Stamp, and you agree to hold PCI harmless from any such liability.

Please fill out and mail or fax this form to the address or fax number above. Please type or print.

Date: _____ Company Name: _____

Address: _____

City/State/ZIP: _____

Name: _____ Title: _____

Phone: _____ Email: _____

Website: _____

Please explain briefly what your company does: _____

Please list the types of products your company powder coats: _____



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Powder Coated Tough Stamp Sticker Order Form

Please send me Powder Coated Tough Stamp stickers in the following quantities (*cost includes shipping*):

250 stickers for \$25 Quantity _____

Payment by: Check MasterCard Visa AMEX

Credit Card No.: _____

Name as it appears on card: _____

Expiration Date: _____ Signature: _____

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website Address: _____

Stickers can also be purchased online at <http://www.powdercoating.org>.

Please send or fax form with payment to the address or fax number above. Thank you.

