

Marketing Bulletin – Strapex Brand Plastic Strapping

The Strapex logo features the word "strapex" in a bold, yellow, sans-serif font. The letters are set against a black rectangular background.

May 8, 2008

Dear Valued Customer,

Effective immediately we are pleased to announce that our plastic strapping will be branded as STRAPEX. The Strapex plastic brand is known worldwide as the innovative leader in plastic strapping.

The products and all part numbers impacted will remain the same – we will just be changing the label and the brand. Attached are examples of the new Strapex label.

One reason for this change is to position our products in a way that takes advantage of the global presence and reputation of the STRAPEX BRAND for plastic strapping, tools and equipment.

Acme, an ITW company, will use the Strapex brand to introduce many new innovative products in the coming months.

PLEASE NOTE: the smooth High Strength Polyester used in machine grade applications will continue to carry the ACME BRAND labeling.

Please phone your local Acme Distributor Sales Regional Manager to learn more of this exciting change.

Sincerely,

Bill Drake
Vice-President & General Manager
Acme Distributor Sales

New Packaging



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