

Rubber Fab

a Garlock Hygienic Technologies company

Corporate Branding Standards

Rubber Fab History, Mission and Vision Statements

Rubber Fab's History

Rubber Fab Technologies Group was founded in 1995 by Robert DuPont, Sr. and Patrick Parisi (former owners of Sani-Tech®) in a farm house in Andover, NJ. Rubber Fab's first product that went to market was the Smart Gasket® and the business has been growing ever since!

In 2008, Rubber Fab outgrew the Andover property where we started and searched for a new place to house our growing business, expanding hose shop and massive gasket inventory. We found a suitable building in Sparta, NJ. Now Rubber Fab has taken over the whole building. We have expanded the business to include an o-ring division and more room for creating new & innovative products.

April 2016 we became part of the Garlock family of companies in an acquisition with parent company EnPro Industries, making the new company name Rubber Fab and falling under the Garlock Hygienic Technologies entity.

Rubber Fab's Strategic Mission Statement

Rubber Fab is the leading innovator of high quality sanitary gaskets, hose, hose assemblies, tubing, pump, and filler machine components in a wide range of high purity and metal detectable/x-ray inspectable elastomeric materials for the food, beverage, and pharmaceutical industries. Our standard of selling the highest quality, most innovative product is what sets us apart from others in the industry.

Rubber Fab's Vision Statement

Rubber Fab will continue to sell the highest quality products at the most competitive prices to our customers. We will constantly research the industries we serve to solve problems by creating new products and improving current products as the industry standards change.

Rubber Fab Proper Company Name and Corporate Colors

Company Name

When referring to the Company, the name is Rubber Fab. Rubber Fab is two words, capital R and capital F. All other uses are not acceptable. “a Garlock Hygienic Technologies company” is considered the tag line and does not need to be included when using the company name in text. This includes marketing materials, letters and emails. The following are NOT acceptable uses of the company name:

Rubberfab

RubberFab

Garlock Hygienic Technologies company/companies

Rubber Fab Technologies Group

Rubberfab Technologies Group

Rubber Fab Group

Rubber Fab Corporate Colors

Rubber Fab's corporate colors are Pantone 648 and Cool Gray 9. These colors are to be used whenever possible as spot colors. The CMYK version may also be used. Those colors, along with the RGB color is noted below. Rubber Fab is always Pantone 648 and the tag line of “a Garlock Hygienic Technologies company” is always Pantone Cool Gray 9. They are never to be switched.



Pantone 648



Pantone 648 - CMYK
100-86-36-31



Pantone 648 - RGB
25-48-90



Pantone Cool Gray 9



Pantone Cool Gray 9 - CMYK
56-46-44-11



Pantone Cool Gray 9 - RGB
118-119-123

Rubber Fab Correct Logo Usage and Incorrect Logo Usage

Rubber Fab Correct Logo Usage

The Rubber Fab logo with tag line, a Garlock Hygienic Technologies company, should be used on any and all marketing materials and correspondence that represents the company. This included literature, case studies, white papers, email messages, letters, and any other piece that will represent the company to the public. In the case of trade show giveaways, and branded apparel, the use of the Rubber Fab portion of the logo may be used without the tag line, as the tag line may not be legible. Please speak with the Rubber Fab Marketing Department for questions or clarification.

The Rubber Fab company logo can be used in the following ways and in the following colors. An all black logo and an all white logo is an option but not a black/white combination logo. All logos should be shown on white with the exception of a white logo which can be shown on background colors that compliment the company colors.

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a Garlock Hygienic Technologies company

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a Garlock Hygienic Technologies company

Rubber Fab

Rubber Fab Incorrect Logo Usage

The Rubber Fab company logo can not be used in the following ways and in any other colors than above. It also has to be resized properly; it can not be skewed.

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Rubber Fab Product Logos,Registered/ Trademarked Product Names and Patents

Rubber Fab Product Logo

Rubber Fab has one product logo; the Detectomer® Family of Products. This logo is only to be used on marketing materials and only in the following manner. It does not have an all black or all white version. Please note that this version has “metal detectable” and “x-ray inspectable” verbiage in blue to reflect the colors of the gaskets in the product line.



Rubber Fab Registered/Trademarked Product Names

The following products have either registered or trademarked names and the proper mark must be noted every time the product name is used in literature, white papers, case studies and all marketing materials. It does not need to be used in quotes, orders, or emails.

Smart Gasket®

Tuf-Flex®

Torque-Rite®

Detectomer® (Please note the name of the product family is not Detectomers®)

Tuf-Steel®

Smart Clamp™

Rubber Fab Patented Products

Rubber Fab holds the patents on the following products.

Product Name	Patent Number
Torque-Rite®	6,082,941
Biological Indicator	6,927,058
Metal Detectable	7,390,580
X-ray Inspectable	9,701,827

Rubber Fab Corporate Fonts

Rubber Fab Fonts

When creating literature for Rubber Fab, the preferred font is Helvetica LT Std. Text is Light Condensed and the Title is Bold Condensed. Examples of these are below. This is for printed literature. This does not include the website, emails, and informal documents. Condensed can also be used if Light Condensed is not the best option for the project. Title font should be no smaller than 20 pt and copy should be no smaller than 11 pt.

The Rubber Fab Marketing Department can answer any questions you may have about this.

Helvetica LT Std

Helvetica LT Std Bold Condensed

Helvetica LT Std Bold Condensed Oblique

Helvetica LT Std Condensed

Helvetica LT Std Condensed Oblique

Helvetica LT Std Light Condensed

Helvetica LT Std Light Condensed Oblique

Rubber Fab Image User Agreement/ Literature Requests

Rubber Fab Image User Agreement

Rubber Fab will not release any images to distributors without having the distributor review and sign the Image User Agreement. This agreement, along with the Rubber Fab Branding Standards outlines how Rubber Fab images and logos can be used, where they can be used and how distributors go about getting access to our images. This form must be reviewed, signed and sent back to the email address stated on the Agreement before images can be released for use.

Rubber Fab Literature Requests

Literature requests are handled by the Rubber Fab Marketing Department. To make a literature request, please have the following information available. Title of brochure, number of copies, the address where it is being shipped and a UPS account number to ship it on. We do not issue more than 20 pieces of any one brochure unless approved by the Regional Sales Manager for your company.

Rubber Fab's website is the most up to date place to find literature. We encourage you to download PDFs from there and print them, as they are more updated than most printed pieces we have in stock.

Rubber Fab Image User Agreement Copy

Not for Distribution

Rubber Fab

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Use Agreement for Rubber Fab Images

Please Note: The use of any Rubber Fab copyright protected image is an indication that you have read and signed the following Use Agreement, that you understand and will comply to its content. If there are any questions concerning the Agreement, please contact Jennifer Fenimore at Rubber Fab, 973-579-2959 or jfenimore@rubberfab.com. Please fax or email the signed form back at your convenience.

Rubber Fab grants the individual (corporate), non-transferable, non-exclusive right to use any Rubber Fab provided image in accordance to the following terms and conditions.

- The images may be used for professional promotional purposes such as web sites, brochures and advertising.
- Images are to be used in a positive fashion. They are not to be used in a negative "product comparative" way.
- Images are not to be incorporated in a corporate image or logo that is intended for redistribution or individual corporate identity.
- Images are not to be sold, rented, or downloaded for intent to transfer electronically with another source.
- The images are not to be stored in a digital library for network distribution.
- Defamatory or libelous use of the images is prohibited.
- Your individual decision to use these images in promotion insures that the guarantees made are not contrary to Rubber Fab's intended uses.
- When using Rubber Fab images, Rubber Fab must be notified and given final use approval prior to final printing of material and/or going "online". Rubber Fab must be provided with printed samples.
- Rubber Fab reserves the right to enact a cease and desist request if at any time they find an inappropriate use, depiction or no longer offer that product. Cease and desist request with in 10 business days from date of notification.

Company

Signature

Date Signed

Detectomer® • Sanitary Gaskets • Hoses • Hose Assemblies • Tubing • Fittings • Pump Parts