Built for Business™ Integrated Cutting Solutions

Overview

Built for Business™ is the brand name for Hypertherm's integrated cutting solutions. Integrated cutting solutions are combinations of Hypertherm products which, when used together, deliver enhanced benefits that help business owners and decision makers achieve timeless business goals of customer satisfaction, revenue growth and profit growth.

Using a combination of a unique name, mark, and a distinct visual style achieves two goals for Hypertherm and our partners:

- It gives us a platform to communicate the value proposition of "cutting optimization made easy" that is core to our strategy.

- It provides us with a unifying name for the technologies that we continue to develop, making it easier for us to market the entire collection of benefits as opposed to having to focus only on a single benefit at a time.

We utilize Built for Business to support the sales and marketing efforts of all our partners.

Content and visual elements

The term "Built for Business Integrated Cutting solutions" is to be used when referencing any performance application brand being part of Hypertherm's Built for Business Integrated Cutting Solutions:

- Remote Help™
- Built-In Expertise
- Consumable Life Optimization
- True Hole® technology
- True Bevel™ technology
- Rapid Part™ technology

Built for Business Integrated Cutting Solutions should also always be used when two or more Hypertherm products for automated cutting are jointly being presented and in case the combination of these two or more Hypertherm products for automated cutting offer unique benefits and value to the channel partner and/or end user.

Visual style

The Built for Business visual style aligns form – clean, with ample white space – with the functional attributes of ease of ownership and simplicity of operation. The style uses a moderate use of photography – a narrow slice of an image – which supports scalability and flexibility of application in different media.

Messaging

Built for Business communications present the breadth of offerings Hypertherm can utilize to help address customers' business needs.

The central Built for Business insight and resulting value proposition are presented this way:

Business needs change. Business goals stay the same – profits, growth and customer satisfaction. Built for Business Integrated Cutting Solutions help you focus on your business goals by making it easy to take care of your cutting needs – from quick setup to simple operation to high output quality and responsive after-sales support."

Use in text

Use the full term "Built for Business Integrated Cutting Solutions" at the start of each communication and at the start of each section within a communication. Afterwards, use only "integrated cutting solutions" for simplicity.

Use in text about a specific Performance Application

Individual performance applications that are part of Hypertherm's Built for Business Integrated Cutting Solutions Offering, such as True Hole, True Bevel , Rapid Part Technology, and others are presented in text in the following way:

"Available as part of Hypertherm's Built for Business Integrated Cutting Solutions, Rapid Part technology offers a better way to deliver significant productivity increases, automatically, without operator intervention."

Logo usage

In visuals relating to Hypertherm Built for Business Cutting Solutions, lead with the Hypertherm logo (without the tagline) on the top of the page, and endorse with the Built for Business Integrated Cutting Solutions logo in the lower area of the page. The exception to this rule is to be used in advertising, where the Hypertherm logo with tagline is used as a signature above the branded footer.

Do not use solutions logos independently or outside of the Hypertherm brand. Any time a solutions logo is used, the Hypertherm logo must be present, in accordance with Hypertherm logo usage guidelines.
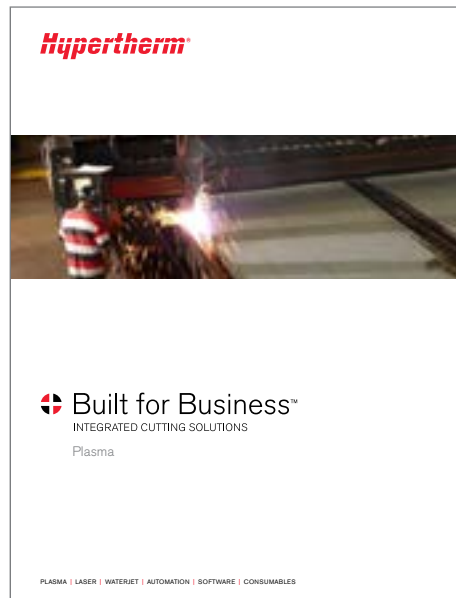
Whenever possible, use the entire solution logo lockup and avoid using the visual mark by itself.

Hypertherm Red
Pantone 485
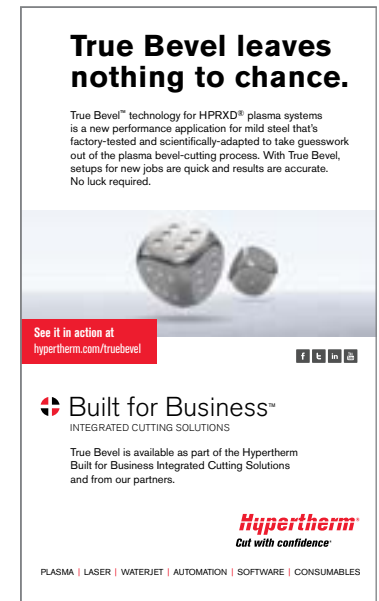CMYK 0 100 91 0
RGB 237 27 46
HEX ED1B2E

Hypertherm Black
Pantone Black
CMYK 70 50 30 100
RGB 0 0 0
HEX 000000

Hypertherm Gray
Pantone 429
CMYK 5 0 0 45
RGB 168 173 173
HEX A8ADAD

Hypertherm Gray 50% tint
Pantone 429 50% tint
CMYK 2 0 0 23
RGB 194 201 205
HEX C2C9CD

Built for Business™
INTEGRATED CUTTING SOLUTIONS

Built for Business™
INTEGRATED CUTTING SOLUTIONS

Built for Business™
INTEGRATED CUTTING SOLUTIONS

Lead with the **Hypertherm logo without the tagline** on marketing materials.

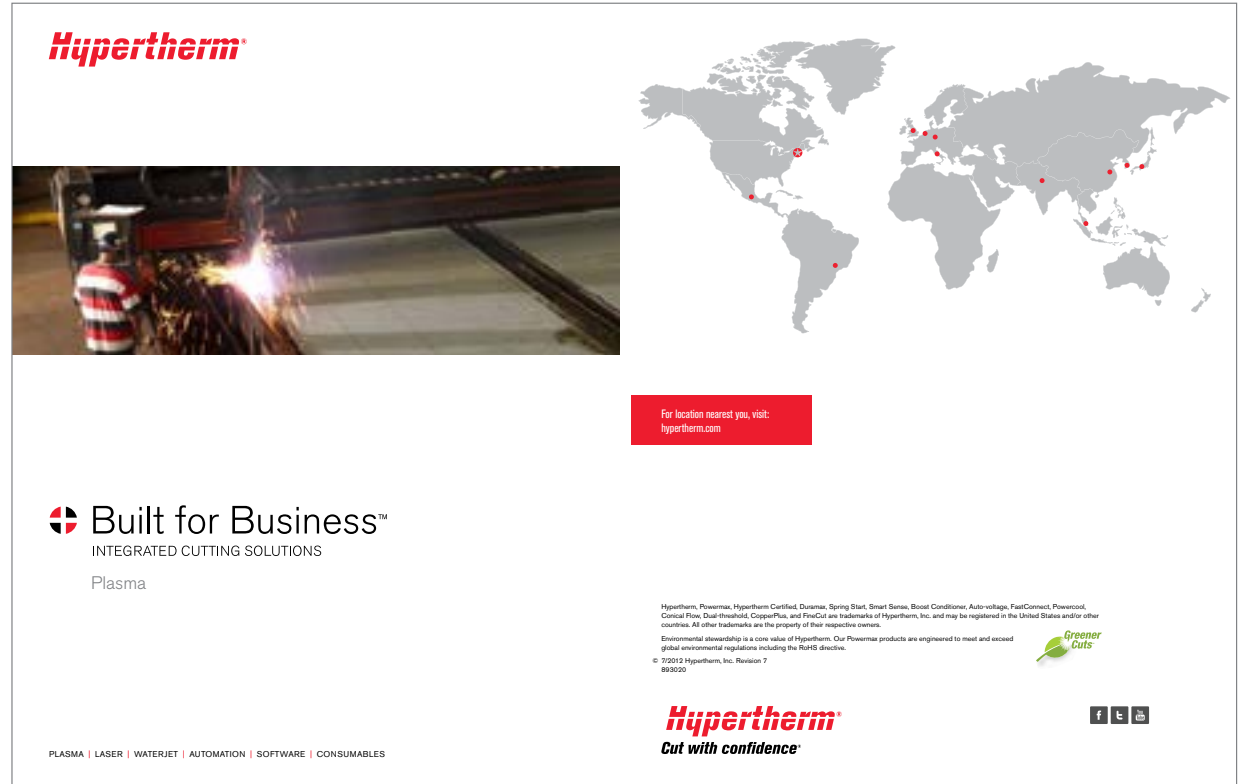Use the **Hypertherm logo with the tagline** as a signature on ads.

Brochure

Solutions brochures are used to help explain the uses and advantages of a single cutting technology (plasma, laser, water jet) and to explain the unique benefits of Hypertherm's cutting solution. Solutions brochures cover a range of products offered by Hypertherm.

This type of brochure should offer content and associated imagery for people who have recognized that they need to make changes in their cutting operation and are ready to learn about a specific cutting technology or category of Hypertherm products. This brochure should offer enough information to address the audiences' current pain points and need states, and help move them closer to a purchasing decision.

This brochure should not provide detailed product information such as features, specifications or part numbers, as this type of content is premature for this stage of the buying process.

Types of content

- Top-level technology overview

- Technology advantages proprietary to Hypertherm

- Benefits of using all components together. Brief introduction of individual performance apps that make whole greater than the sum of its parts

- Types of cutting (applications) for which this technology is best suited

- Brief overview of Hypertherm the company to reinforce market leadership in the category

- Intuitive ways to learn more and move to the next steps

Hypertherm®

For location nearest you, visit: hypertherm.com

Built for Business™
INTEGRATED CUTTING SOLUTIONS
Plasma

Hypertherm, Powermax, Hypertherm Certified, Duramax, Spring Start, Smart Sense, Boost Conditioner, Auto-voltage, FastConnect, Powercool, Conical Flow, Dual-threshold, CopperPlus, and FineCut are trademarks of Hypertherm, Inc. and may be registered in the United States and/or other countries. All other trademarks are the property of their respective owners.

Environmental stewardship is a core value of Hypertherm. Our Powermax products are engineered to meet and exceed global environmental regulations including the RoHS directive.

© 7/2012 Hypertherm, Inc. Revision 7
893020

Greener Cuts

Hypertherm®
Cut with confidence®

PLASMA | LASER | WATERJET | AUTOMATION | SOFTWARE | CONSUMABLES

Built for Business print advertising

Content for the Built for Business headline and body copy should focus on the benefits of the technology application brands. Headlines should be sentence case, never in all caps.

The layout differs from product ads in that the upper third of the layout is white space, reserved for the headline and body copy. The following third of the layout is reserved for the image area. The bottom third is of the advertisement is reserved for the Built for Business logo and supporting copy, social icons, Hypertherm logo with tagline, and standard footer.

True Bevel leaves nothing to chance.

True Bevel™ technology for HPRXD® plasma systems is a new performance application for mild steel that's factory-tested and scientifically-adapted to take guesswork out of the plasma bevel-cutting process. With True Bevel, setups for new jobs are quick and results are accurate. No luck required.

See it in action at hypertherm.com/truebevel

Built for Business™
INTEGRATED CUTTING SOLUTIONS

True Bevel is available as part of the Hypertherm Built for Business Integrated Cutting Solutions and from our partners.

Hypertherm®
Cut with confidence®

PLASMA | LASER | WATERJET | AUTOMATION | SOFTWARE | CONSUMABLES