Greener Cuts™

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Overview

Hypertherm has a strong commitment to environmental sustainability. Our Greener Cuts™ sub-brand was created as a way to help tie together our many environmental initiatives and to help communicate the value we place on sustainability to the market. The Greener Cuts logo is used to help draw attention to sustainability initiatives, features and benefits. We know that many Associates, suppliers and customers care about sustainability. Signaling to them via the Greener Cuts logo and associated messages helps communicate the alignment of our interests.

The Greener Cuts logo is the property of the Corporate Social Responsibilities Team. Please review all applications with a member of the CSR team before final use.

Logo usage

Hypertherm has a strong commitment to environmental sustainability. The Greener Cuts logo is used to help call attention to our sustainability programs, goals and product benefits.

In product overview collateral, the mission for Greener Cuts can be incorporated on Corporate spread. Elements include the Greener Cuts logo, boilerplate, supporting photos.

When the Hypertherm logo appears with the Greener Cuts logo, they should be spaced apart, with the Hypertherm logo sized with more prominence.

The logo icon without the "Greener Cuts" can be used as a symbol to designate environmental initiatives. A footnote explaining the icon or the full version of the logo should always be included when the icon is used.

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Light Green Pantone 375 CMYK 40 0 91 0 RGB 159 207 103 HEX 9FCF67 Dark Green Pantone 377 CMYK 55 15 100 0 RGB120 162 47 HEX 78A22F





Light Gray
Pantone Black 30% tint
CMYK 0 0 0 30

Dark Gray Pantone Black 60% tint CMYK 0 0 0 60









Greener Cuts brochure

In the Corporate brochure, the mission for Greener Cuts will be incorporated as one page or a spread. Elements include the Greener Cuts logo, boilerplate, supporting photos and use of Pantone 375 and/or 377.



Invested in you...

MOPE FOUNDATION

At Hypertherm, we aren't just employees: we're owners. Ownership is a powerful motivator that ensures our customers, not investors, are our top priority. As owners, we make sure every product is built to the highest qualify and that our service is second to none. Hypertherm also places a great deal of value on education

which is why Hypertherm offers a number of training courses and sponsors advanced degree programs. This way you can be sure we are transferring the latest knowledge to a lour products. Hypertherm's no layoff policy means associates stay focused on their jobs and Hypertherm doesn't lose knowledge and skills accumulated over the years.









Through the Hypertherm Owners' Philarthropic Endeavors (HOPE) Foundation, we partner with regarizations and engage in activities that strengthen and croste sustainable, positive change. To date, Hypertherm has donated thousands of volunteer hours and millions of dollars to the communities in which we live and word. By giving Hypertherm associates paid time off to do community service work, we had strengther associates paid time off to do community service work, we had stronger communities.



... and the environment

Our environmental standards go well beyond regulatory requirements. The European Union's Restriction of Hasardous Substances (RNN) directive became a catalyst make all of our products more environmentally leftendy. We are also medicing the number of parts in or systems and overlige on make our power supplies and controllers more efficient so they cut thicke and faster yet cut becausing. If a validage commodifies the bull of the products of products of











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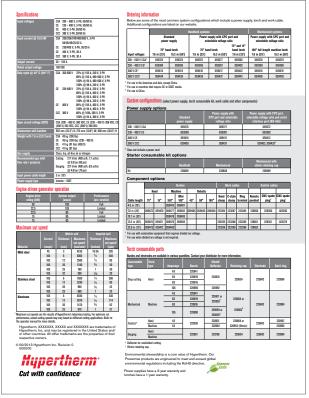
Product and family brochure trademark statement

In product specific brochures, RoHS compliance and Greener Cuts combined boilerplate can be used. The full Greener Cuts logo should follow the copy on the lower right as a signature.

Boilerplate

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





Product and family brochure interior corporate messaging

In product overview collateral, the mission for Greener Cuts can be incorporated on Corporate spread. Elements include the Greener Cuts logo, boilerplate, supporting photos. The full Greener Cuts logo should follow the copy on the lower right as a signature.

Boilerplate

One of Hypertherm's long-standing core values is a focus on minimizing our impact on the environment. Doing so is critical to our, and our customers', success. We are always striving to become better environmental stewards; it is a process we care deeply about.



Hypertherm: company overview

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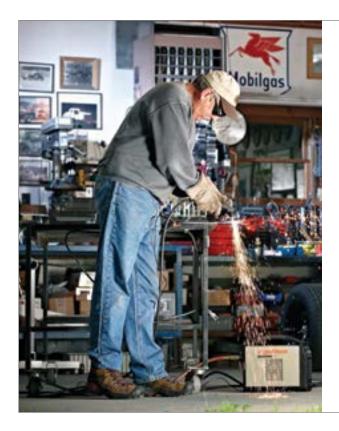
Product and family brochure interior product messaging

To highlight green product messaging, add leaf icon to end of paragraph to indicate specific green benefits.

Sample copy for Powermax

Our products are engineered to go well beyond environmental regulatory requirements. We chose to meet the EU RoHS directive for restricting the use of hazardous materials, such as lead and cadmium, in all of our Powermax products sold worldwide. We are also working to make our Powermax systems more efficient so they cut thicker and faster yet use less energy.

An example of this is the Powermax65 compared to an earlier predecessor, the MAX100®. Both have the same cut capacities, yet the Powermax65 is much smaller, lighter and uses less power.



Powermax advantages

Productivity – Fast cut speeds, superior cut quality, little or no secondary operations and no pre-heating help you to do more in less time.

Ease of use – High portability, simple controls and good arc visibility make Powermax systems easy to operate. Any operator can quickly become skilled with a Powermax system

Versatility – From the shop to the field, cutting or gouging stainless, mild steel or aluminum, you can leverage a Powermax system for many jobs.

Low operating cost – High productivity and long consumable life minimize operating costs.

Reliability – Smart design, plus intense testing during both product development and manufacturing, delivers industry-leading reliability.

Confidence – Hypertherm's singular focus on plasma, plus the proven performance and reliability of our global installed base, gives you confidence that you are buying the best.

Our products are engineered to go well beyond environmental regulatory requirements. We chose to meet the EU RoR15 directive for restricting the use of hazardous materials, such as lead and cadmium, in our Powermax products. We are also working to make our Powermax systems more efficient so they cut thicker and faster yet use less energy.

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Email signature

A template containing green messaging in addition to the Hypertherm logo and tagline and social media links is available and can be downloaded at homeshare/sites/ marketingservices/selfservice/FormsandTemplates2/ SitePages/Home.aspx

Please set the contact information using the Arial regular font. Avoid altering the email footer to contain personal customizations, such as inspirational quotes, or using any logos other than the Hypertherm logo with the tagline.

