

FAQ's

We've got you covered.

Here's everything you need to know about our recent rebrand and what this means for you. If you have additional questions, please reach out to the Marketing team at Marketing@Arclin.com.

OUR BRAND

What does our new logo look like?

Our new logo may be used with or without the symbol shown to the left of the logo. Until it is registered, the logo must be used with a "TM" mark as shown.



How did we develop the brand?

We worked with an Atlanta-based branding agency to define our path forward and then develop a new brand identity based on our strategic direction.

Was there any research behind it?

Yes! We first did a full audit of our marketing materials, website and products as well as looked at our strongest competitors across markets and industries. This gave us a benchmark for how to position ourselves well and stand out. We also conducted a series of customer and internal interviews to understand the current perceptions about our company.

Does this change our Mission and Values?

It helped us refine our mission and values into something more laser-focused on who we are and what we represent. Our current values are trust, value and innovation, which are still represented in our new Core Values which are:

People First: We prioritize team safety with proactive strategies to eliminate risks and ensure zero incidents. It's also essential to us to foster a diverse, equitable and inclusive environment where all team members are empowered to achieve results. We invest in local communities through philanthropy, volunteerism and STEP leadership.

Environmental Stewardship: Through fully compliant operations and sustainable products, we significantly minimize our environmental impact. Our products lower emissions, improve product life cycle, and increase resource efficiency and we're consistently trying new ways to improve in energy efficiency and water reduction.

Innovation: Our teams apply cutting-edge science and technology to deliver mission-critical products in protective applications. We partner with customers to create strong barriers to entry and this innovation enhances customer manufacturing efficiency and delivers industry-leading total applied cost.

Accountability: Arclin is committed to operate with the highest integrity, delivering value to customers and stakeholders. We ensure ethical practices in all areas, empowering employees to report concerns and we are committed to transparency – with regular reporting on business impacts, including health, safety and environmental performance.

OUR BRAND (CONTINUED)

I see our new core message is “Vital Beyond Measure.” What does that mean, and will it replace our “Performance Applied” tagline?

Yes, our new core message will replace “Performance Applied” in our marketing. Vital Beyond Measure speaks to our role in making mission-critical technologies the world can’t live without. As a primary slogan, it summarizes our values to customers and the world and speaks to the vital nature of our applications – we help customers add a layer of protection and performance to everyday products that keep people safe, healthy and productive. Our impact is “beyond measure” because you can find our products and they have immeasurable impact making safer, better and more sustainable products.

Why rebrand now when our business is so strong?

Rather than being satisfied with our current state, we decided it was time for our brand to catch up with a modern, sophisticated look, feel and narrative that better reflects who we are and clearly communicates what we offer our customers, partners and communities.

What does this mean for our markets?

The way we do business and our market strategy won’t change. However, the way we organize our markets, both on our website and in our marketing, will adjust. Because we have so many markets and products in various industries, we are organizing them in a more consumer-friendly way so people can better navigate our many offerings and find what they’re looking for.

Who will lead our future marketing efforts and ensure the new branding is consistent yet flexible?

We have recently created a Marketing department with a dedicated leader who will build a team to expand and evolve our marketing efforts. If you have questions or ideas, please email Jana Wright, Lily Elston or Marketing@Arclin.com.

WEBSITE

Will our website be updated?

Yes! We are currently working on building a new Arclin.com website that will reflect our new brand. We plan to launch the new site in late November and will roll out additional features, such as a robust search function, in December. Be on the lookout for additional communications and watch Arclin.com for updates!

TOOLS & RESOURCES

Will there be a brand toolkit and what will it include?

Among other things, it will contain the new PowerPoint template, the brand guidelines, our new letterhead, the email signature template with instructions and a business card order form.

How do I access the Brand Toolkit?

The Brand Toolkit can be accessed here: [Marketing - Brand Toolkit - All Documents](#)

TOOLS & RESOURCES (CONTINUED)

How do I get new business cards?

If you have not already been contacted by your manager regarding business cards, please reach out to Courtney Couch. Business cards will be printed in December and you'll be provided with a proof prior to printing. In the future, employees can request cards by completing the Business Card Request Form available in the Brand Toolkit on SharePoint.

Where can I download our new PowerPoint template, logo and letterhead?

These items will be housed on our Brand Toolkit on SharePoint and can be accessed here:

[Marketing - Brand Toolkit - All Documents](#)

How do I get new branded apparel?

In January, we will be launching an online store where employees can order new apparel and personal items. Site and functional managers will ensure employees are able to obtain apparel needed for daily use. Watch for more information coming soon!

How can I get new apparel and promotional items for customers?

In January, we will be launching an online store for employees to order new apparel or promotional items for use with customers. In the meantime, if you need materials more quickly, please contact Marketing@Arclin.com.

SIGNAGE

Will the signage at the sites be updated?

We plan to begin updating all interior and exterior signage at our sites in the first quarter of 2025. Some sites may take longer to complete based on geography and weather, but all site signage will be updated.

CUSTOMER COMMUNICATIONS

When and how will customers be told about the new brand?

A letter will be available for our sales team to send their customers to notify them of the change. The customer letter will be available as a PFD on the Brand Toolkit located here: [Marketing - Brand Toolkit - All Documents](#)