

Plastribution

Identity  
guidelines

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# About the guidelines

**These guidelines are here to help, not hinder.**

All of the best brands are clear and consistent.

This is important and it's the reason we have  
brand guidelines.

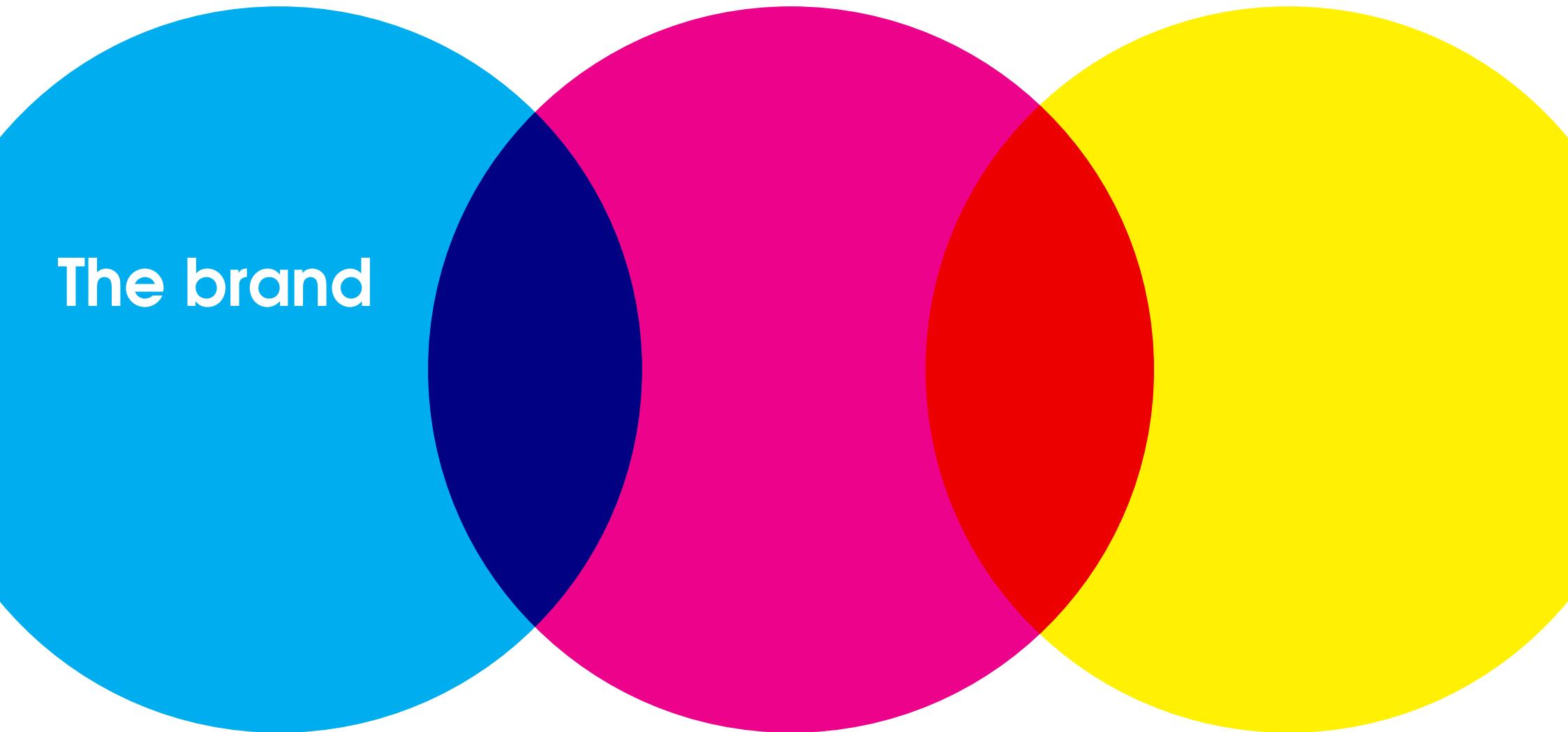
Brand guidelines are here to help anyone who  
works with the Plastribution brand ensure that they  
deliver any written and visual communication in  
exactly the right way.

**If in doubt, contact:**

Tim Harrison  
Creative Director  
Voice Brand Design

Tel: 0116 239 6661

Email: [tim@voicebranddesign.com](mailto:tim@voicebranddesign.com)



The brand

## About our brand

**Because business is changing and our business partners need to see that we are acting to change with it, we have evolved our brand and marketing communications tools to reflect this.**

We are the UK's leading distributor of plastics raw materials and we have created a new look-and-feel for Plastribution, which we believe, represents a 'grown-up' brand for a 'grown-up' company that is leading the way.

We wanted to represent 'how we do business' and communicate the benefits this brings to both suppliers and customers more effectively. We wanted people to see that we're working in the ways that we are expected to, and our brand was felt to be one of the most powerful tools that we could use to do this.

### **How we arrived here**

We embarked on a journey to find our true brand proposition. By re-evaluating the distribution model, thinking about where we really sit in context to it and listening to what our customers and suppliers told us they cared about, we identified the things that make us unique, special and important as a distributor in today's market.

We also identified ways in which we could improve. This in turn has helped us redefine what 'Plastribution' really means on a commercial level and we have consequently been able to enhance our operational systems during this process.

Our new look has been designed to galvanise both our own staff and our stakeholders, allowing us to engage with customers, suppliers and the industry more clearly.

**Welcome to Plastribution. Let's make it work.**

## Our brand proposition

**"Plastribution is the UK's leading distributor of plastics raw materials.**

**Plastribution delivers reliability, know-how and true business partnership to the world's best polymer suppliers and our UK customers".**

# Our values

There are many positive words to describe the way we work with each other and our business partners, words that describe the way we think and behave. These words are what we refer to as our values. These include words like...

Accountability  
Responsibility  
Simplicity  
Trust  
Guardianship  
Ingenuity

## **Our Core Values**

By looking at these words or ‘values’, we have come to realise that everything we do is founded upon three core values – or pillars of support - and it is these that define how we work with our business partners, how we work with each other and how we should look and sound.

It is also these that we will look to as we make decisions about how to build the business for the future.

**Expertise**  
**Innovation**  
**Process**

We believe that it’s these things that make us both relevant and successful in our industry and the things that really matter to our business partners both now and in the future.

**They are ‘Expertise, Innovation and Process’ and when we write about them we precede them with the word ‘our’.**

# What our values mean

## Our Expertise

**Expertise is what sets us apart from the rest, allowing us to be truly consultative business partners to our customers and suppliers alike.**

Expertise is something that all of our suppliers and customers know they can rely on - we're known in the industry for a recruitment strategy that selects only the best people to work for us. If people leave, they often want to come back again. We're the employer of choice – which means we get to choose the best.

Having this talent pool available and in place allows us to promote accountability and trust through direct personal responsibility to every one of our staff.

We trust them.

This means our people have the opportunity to protect and grow the fortunes and future of our business, meaning that they genuinely care about the output, and ensure that they continue to be the best at what they do at all times.

We can refer to ourselves as truly consultative business partners to both our customers and our suppliers because of this.

### **Why does this matter?**

Ultimately this means we're the best at sourcing materials, the best at identifying new markets and the best at managing and advising on raw materials and pricing. Our people are the experts and this is one of the key things that makes us work so well together – internally and externally.

# What our values mean

## **Our Innovation**

**By placing innovation at the heart of everything we do, we are known for delivering the ideas that make things happen.**

Innovation is at the heart of what we do.

We seek to innovate at all times. As a result, people come to us when they need to solve problems, when they need to know how to make something work or how to get something to market - it's a big part of where our new strap line comes from - 'lets make it work'.

We're known in the industry for being able to come up with the ideas that allow things to happen.

By working like this we're helping our customers and suppliers be better, smarter and faster.

Because we believe that innovation is absolutely fundamental to supporting the market changes we've talked about we apply this approach to everything we do in order to ensure we stay ahead of the curve. We often refer to innovation in our marketing communications so that we can show people what it really means and why it matters.

# Our brand values

## Our Process

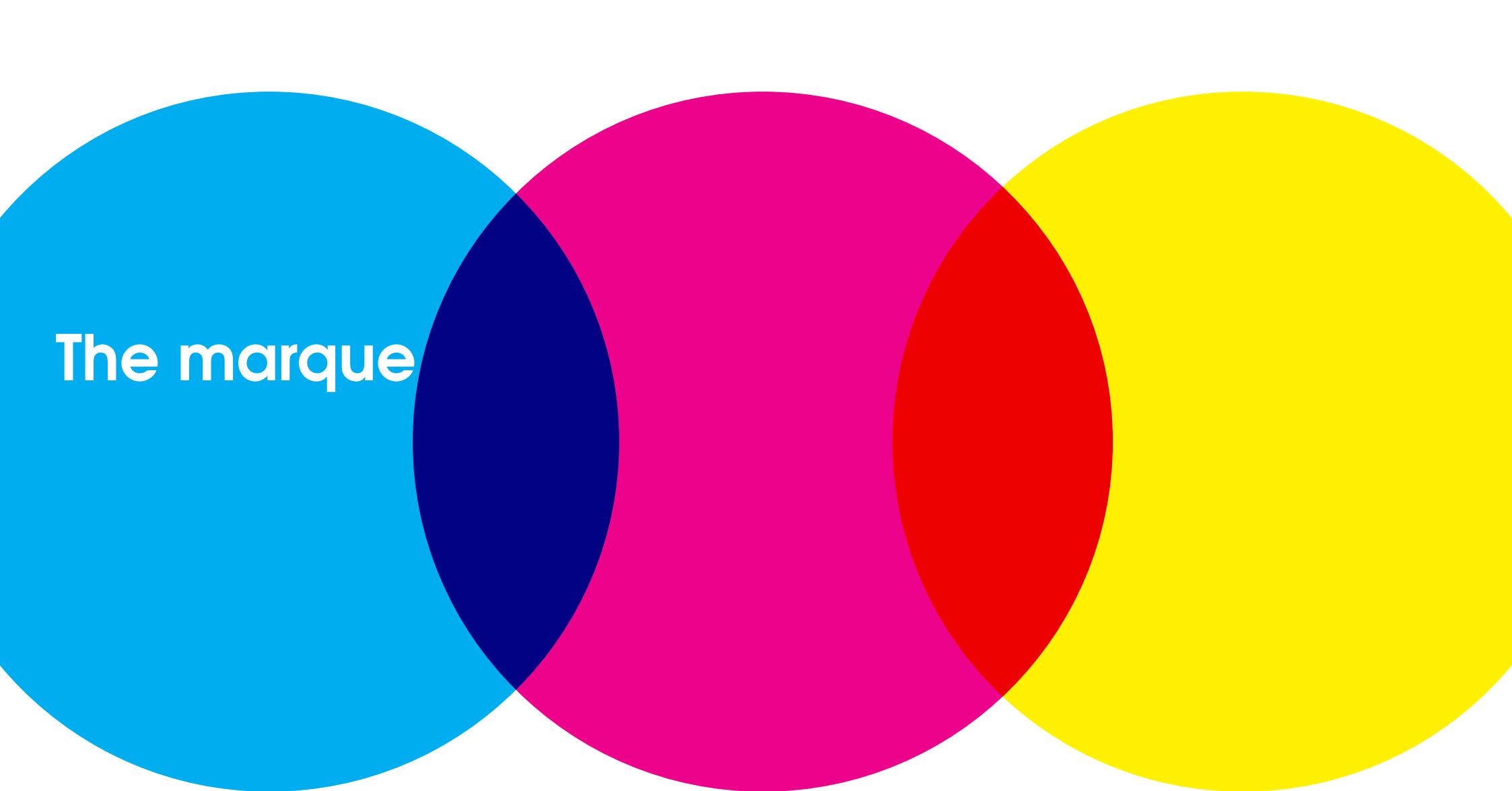
**Robust, intelligent, sustainable and unique.**  
**Our business processes are individually designed to suit everyone who deals with us.**

Our third core value and area of support is evident within our systems of working – we call this ‘our process’. Our processes have been developed carefully and are guarded and nurtured by our specialist teams, using our expertise and innovation in order to suit each different type of customer and supplier.

We want to tell everyone we work with about our processes, as we believe they truly set us apart from other distributors.

### Why do these processes matter so much?

Above all, we know that price, availability and flexibility are of paramount importance in our industry. Because we work in different ways with our partners dependent on their needs, the ones that know us regard us as both integral and indispensable because our processes ensure that we can deliver these three things perfectly.



The marque

## Our brand marque

**Our identity is all about the impression we continue to create.**

Creating the best impression demands a sense of discipline, a way of behaving that aims to achieve the best response from the people we meet and want to do business with.

There are certain things we have to do in order to influence people – from the specific use of the brand marque with a defined set of colours and typefaces, to tone of voice, photographic and visual style.

The Plastribution marque has been designed to express our brand values: expertise, innovation and process.

## Our brand marque

Used correctly on all visual communications, it will help create the right impression.

There is a carefully constructed relationship between all elements of the marque.

**This relationship must never be altered.**



## Full colour marque

The marque is always reproduced in full colour wherever possible.

Never position the marque over a coloured background. The marque should always be placed on a white background.



## Single colour marque

A single colour version of the marque can be used when you can't use a full colour marque.

Again, this must only be used on a white background. The marque must not be reversed out on any occasion.



## Exclusion zones

### Give our marque room to help it stand out

There should always be space around the entire marque – known as the exclusion zone.

X indicates the space you should always leave around the marque.

Do not introduce type or graphics into this area.



## Minimum sizes

The marque is designed to be versatile for all situations.

However, to maintain legibility and recognition, the marque should never be smaller than the stated minimum size.

Always print out a sample to check that the marque stands out enough before releasing artwork for production.

**Minimum size = 25mm**



## How not to use the marque

The marque has been specially designed to reflect our core brand values.

**It should never be altered or modified in any way.**



Never change the construction of the marque



Never use different typefaces for the marque



Never distort the marque



Never put the marque in a shape



Never change the proportion of the elements of the marque



## How not to use the marque

- ✗ Never change the colour of the marque



- ✗ Never outline the marque

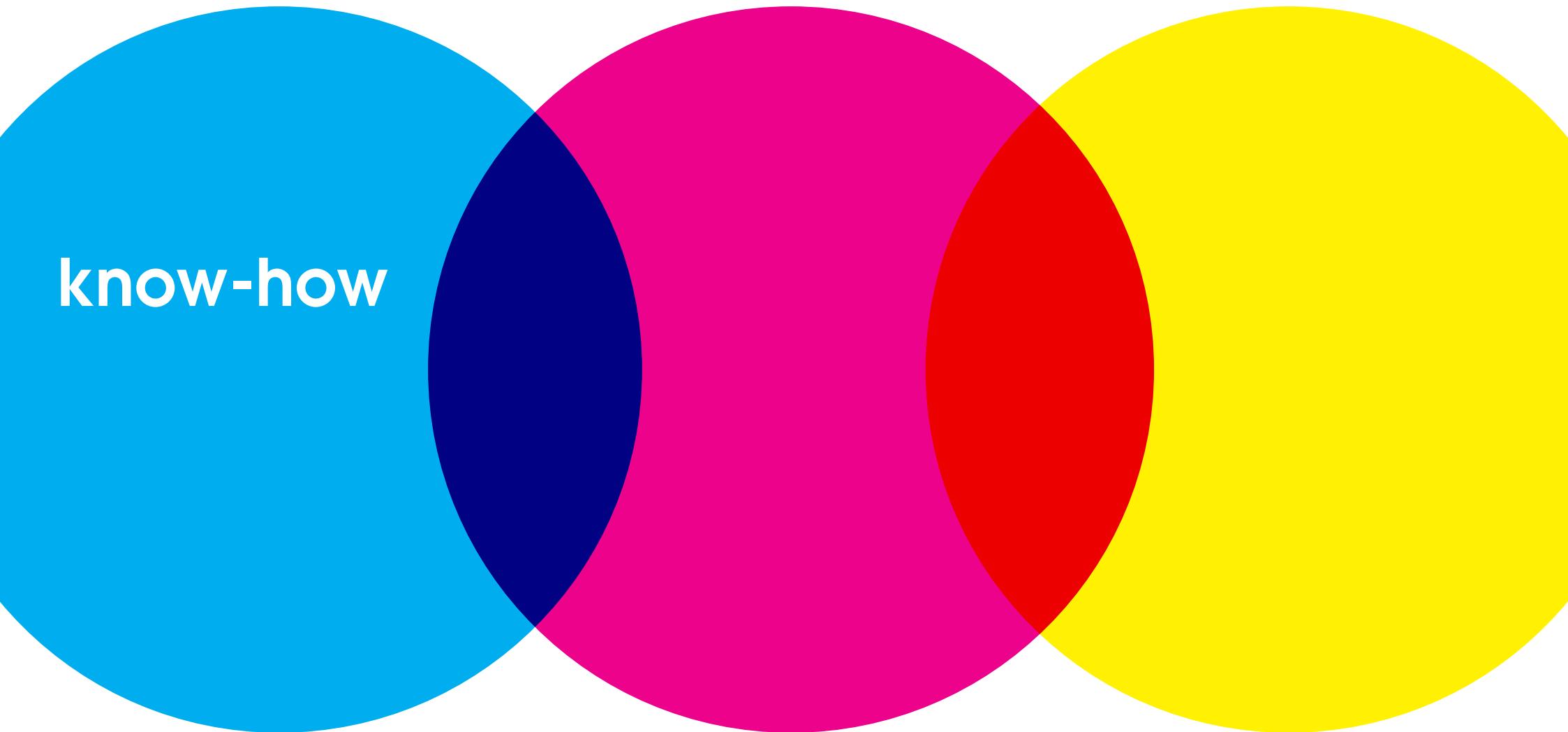


- ✗ Never put the marque on a coloured background



- ✗ Never use a drop shadow under the marque





**know-how**

# know-how

know-how has been created to deliver information, insights and opinion to our suppliers, customers and the industry as a whole.

## **Currently know-how publications consist of:**

### **Price know-how**

A monthly publication looking at key factors that affects UK polymer markets.

### **Industry know-how**

Industry know-how is a series of articles that provide essential background to the industry, terminology and practices.

### **know-how the magazine**

A quarterly publication including advice on pricing and purchasing, market intelligence and innovation, and new and exciting general news from the Plastribution staff.

## know-how marque

**The marque is always reproduced in full colour.**

Never position the marque over a coloured background. The marque should always be placed on a white background.

know-how is always written in lowercase.

**For further guidelines please refer to the 'How not to use the marque' pages found in the previous section as the same rules apply to the know-how marque.**



## Exclusion zones

### Give our marque room to help it stand out

There should always be space around the entire marque – known as the exclusion zone.

X indicates the space you should always leave around the marque.

Do not introduce type or graphics into this area.



## know-how sub brand

**Titles are always placed above the marque and arranged left.**

A 20% space is left between the bottom of the title and the top of the marque.



### know-how the magazine

This identity has been created specifically for our magazine, please do not alter the relationship of any elements.

**know-how**  
**the magazine**

# know-how applications

## know-how the magazine

Issue 01 September 2011 [www.plastribution.co.uk](http://www.plastribution.co.uk)

**know-how**  
the magazine

0845 34 54 560

### A successful cover story

Our innovation. Turn to page 22



In this issue

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Plastics Industry Awards  
2011 Finalist

plastribution let's make it work.

supply chain  
**know-how**

## Managing the supply chain

Katherine White  
Product Director



During 2010, Plastribution entered into a Knowledge Transfer Partnership with Hull University to better understand its logistic and supply chain activities and the value they can create for its customers and suppliers.

Know-how spoke to Katherine White, product director of Plastribution, to find out more.

**KH:** First of all, can you explain what a Knowledge Transfer Partnership is?

**KW:** A Knowledge Transfer Partnership (or KTP) is a partially government-funded programme that enables companies to improve their competitiveness and productivity by accessing knowledge and skills within academic institutions. Its overall aim is to help a company make a step change in an area that has been identified as a high priority. This is achieved by creating a three-way project between the

company, a graduate (commonly referred to as the 'associate') and an academic. The project typically lasts between 1 and 3 years, depending upon the time required to deliver real outcomes.

**KH:** What is the focus of Plastribution's KTP?

**KW:** In short, to make sure our customers' goods get to them on time. OTIF is a logistics acronym for On Time and In Full, and is the key performance measure for logistics services. This is a pass/fail measurement of goods arriving when required by our customers in the quantity they have ordered and good condition. Ensuring a high level of OTIF is critical to our business success, and we strive for 100%. A key part of our efforts to maximise OTIF is in the area of supply chain management where we ensure that goods from around the world, supplied on variable lead-times can be made available when our customers need them.

## know-how applications

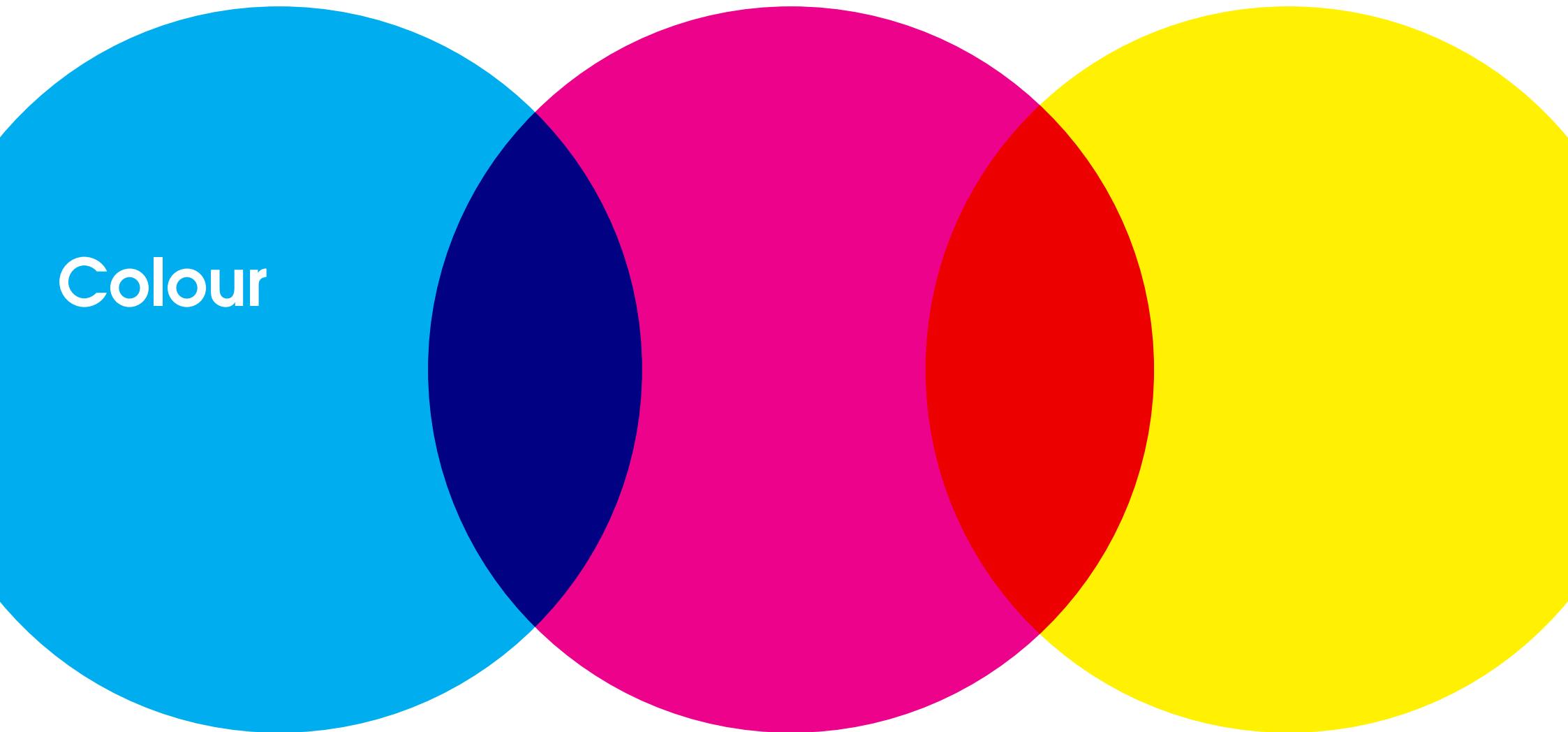
## price know-how

price

# know-how

## Welcome to price know-how

Price know-how <b>Styrenics</b>			
Data provided by PIB www.PIbulletin.com			
<b>PE</b>	<b>PS</b>		
Demand as number of planned maintenance shutdowns continues to decline, remaining quite flat, and is expected to remain on the books of weakening feedstock and lower demand.	Supply Demand	Supply Demand	Supply Demand
Butadiene costs have been declining, reflecting pressure of the enhanced premium of MMSI over CCRG.	Leverage rates are more erratic than both Brent/Europe and the US/East coast method.	Although prices from Asia are now generally parity with Europe, it is notable that some Asian producers believe that oil price increases will now bottom out and with a significant cut in Asian production, the balance will soon be in the favour of producers.	Long lead times persist, but the market from the automotive sector remains strong.
			The effect of softening raw materials has yet to be reflected in pricing.
		<b>Other Styrenics</b> Just one production unit in USA (SMA) continues to follow the price trend of styrene monomer.	
			

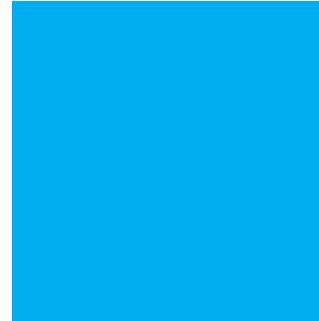


Colour

# Colour

## Primary colour palette

The 'subtractive process' colours have been selected. These colours represent the 3 core brand values of expertise, innovation and process.



### Pantone Process Cyan

C:100 M:0 Y:0 K:0 - Four Colour Process  
HTML #00aeef - Web Safe RGB (Hexadecimal)  
R:0 G:174 B:239 - Web site RGB



### Pantone Process Magenta

C:0 M:100 Y:0 K:0 - Four Colour Process  
HTML #ec008c - Web Safe RGB (Hexadecimal)  
R:236 G:0 B:140 - Web site RGB



### Pantone Process Yellow

C:0 M:0 Y:100 K:0 - Four Colour Process  
HTML #fff200 - Web Safe RGB (Hexadecimal)  
R:255 G:242 B:0 - Web site RGB

# Colour

## Secondary colour palette

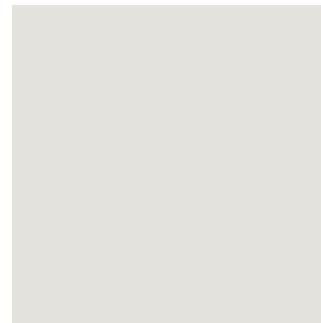
These colours are used for text and background colours only, e.g. website boxes.

The colours can also be used along side the team specific colour palette.



### Black

C:0 M:0 Y:0 K:100 - Four Colour Process  
HTML #000000 - Web Safe RGB (Hexadecimal)  
R:0 G:0 B:0 - Web site RGB



### Pantone Cool Grey 2

C:15 M:11 Y:13 K:0 - Four Colour Process  
HTML #d6d6d4 - Web Safe RGB (Hexadecimal)  
R:214 G:214 B:212 - Web site RGB



### Pantone Cool Grey 8

C:48 M:39 Y:38 K:3 - Four Colour Process  
HTML #8c8d8e - Web Safe RGB (Hexadecimal)  
R:140 G:141 B:142 - Web site RGB

# Colour



## Team specific colour palette

By mixing the colours of cyan, magenta and yellow (varying degrees of process, expertise and innovation) we can create team specific colours.



For people that are not assigned to a definite team, please use Cool Grey 2 as their team specific colour.



### Distribution Sales Team - Pantone Blue 072

C:100 M:91 Y:3 K:2 - Four Colour Process

HTML #001ca8 - Web Safe RGB (Hexadecimal) R:0 G:28 B:168 - Web site RGB

### Direct Sales Team - Pantone Purple

C:37 M:86 Y:0 K:0 - Four Colour Process

HTML #bc34ba - Web Safe RGB (Hexadecimal) R:188 G:52 B:186 - Web site RGB

### Business Development Team - Pantone Green

C:100 M:0 Y:66 K:0 - Four Colour Process

HTML #00aa86 - Web Safe RGB (Hexadecimal) R:0 G:170 B:134 - Web site RGB

### Styrenics & Specialities Team - Pantone Red 032

C:0 M:96 Y:81 K:0 - Four Colour Process

HTML #f32837 - Web Safe RGB (Hexadecimal) R:243 G:40 B:55 - Web site RGB

### Engineering Polymers Team - Pantone Orange 021

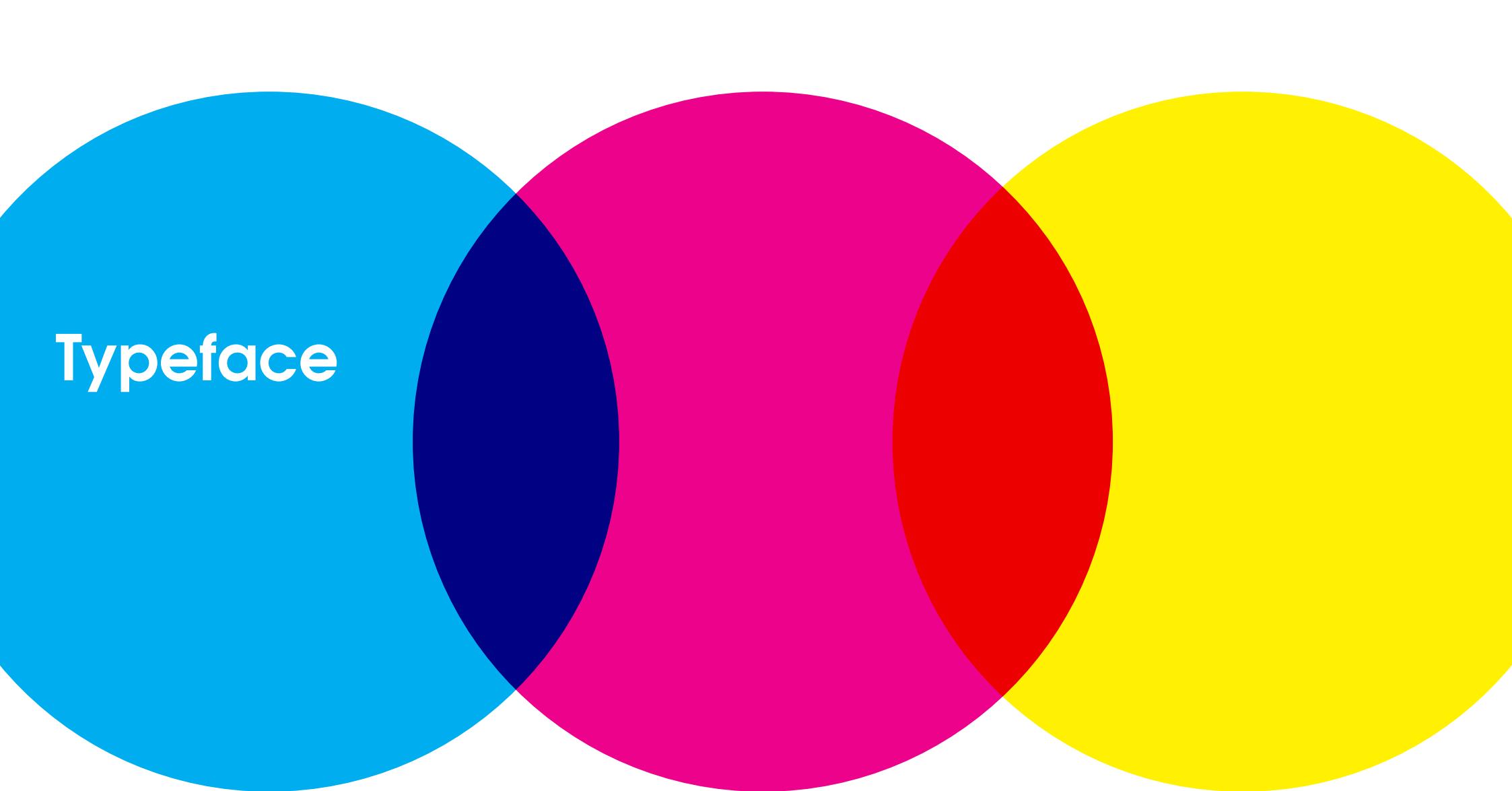
C:0 M:79 Y:100 K:0 - Four Colour Process

HTML #ff5a00 - Web Safe RGB (Hexadecimal) R:255 G:90 B:0 - Web site RGB

### Polyolefins Team - Pantone 382

C:31 M:1 Y:100 K:0 - Four Colour Process

HTML #bed600 - Web Safe RGB (Hexadecimal) R:190 G:214 B:0 - Web site RGB



Typeface

# Typeface

## ITC Avant Garde

ITC Avant Garde is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square.

Its letterforms are of a solid process, built of circles and clean, simple lines — highly effective for headlines and texts.

This font works best when it's kept plain and simple. It's good for clear communication.

So when using ITC Avant Garde, try to keep the amount of different type sizes and weights in a single piece of print to a minimum.

For internal stationery and web pages that cannot render the typeface – Arial or Helvetica can be used as a substitute.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

# Typeface variations

## ITC Avant Garde

It has a huge number of variants. It's a classic font – timeless and neutral.

It's clean, easy to read, and can be used for all types of communication.

The most common variations of use are:

ITC Avant Garde Book

ITC Avant Garde Medium

**ITC Avant Garde Bold**

### ITC Avant Garde Extra Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### ITC Avant Garde Book

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### *ITC Avant Garde Book Oblique*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### ITC Avant Garde Medium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### *ITC Avant Garde Medium Oblique*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### ITC Avant Garde Demi

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### *ITC Avant Garde Demi Oblique*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### ITC Avant Garde Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

### *ITC Avant Garde Bold Oblique*

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*()

## Typeface size

**There is no maximum limit for type.  
But it should never appear below  
6pt character size.**

It's essential that our writing is easily legible at all times, so it needs to be the right size.

Never use a point size smaller than 6pt for our visual communication.

This is ITC Avant Garde Book 6 pt (see what we mean?)

# Photography

# Photography

## Lifestyle mood board

Using the right photograph can be a simple but powerful way to convey our message and brand.

We are a people business – therefore we should use images of our team.

Photography of our team should be used in a relaxed, real ‘everyday environment’.

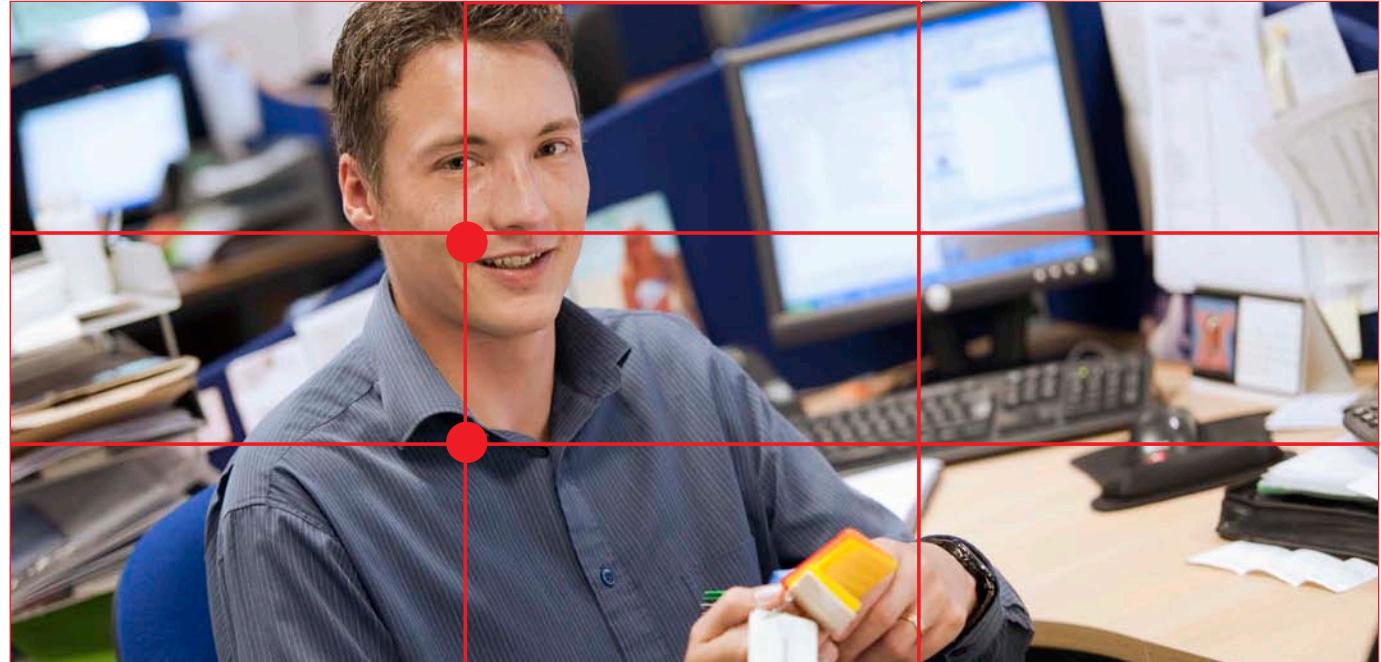


# Use of people photography

## The rule of thirds

When using people photography, we will always apply the rule of thirds theory when placing an image.

*The rule states that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.*



# Photography

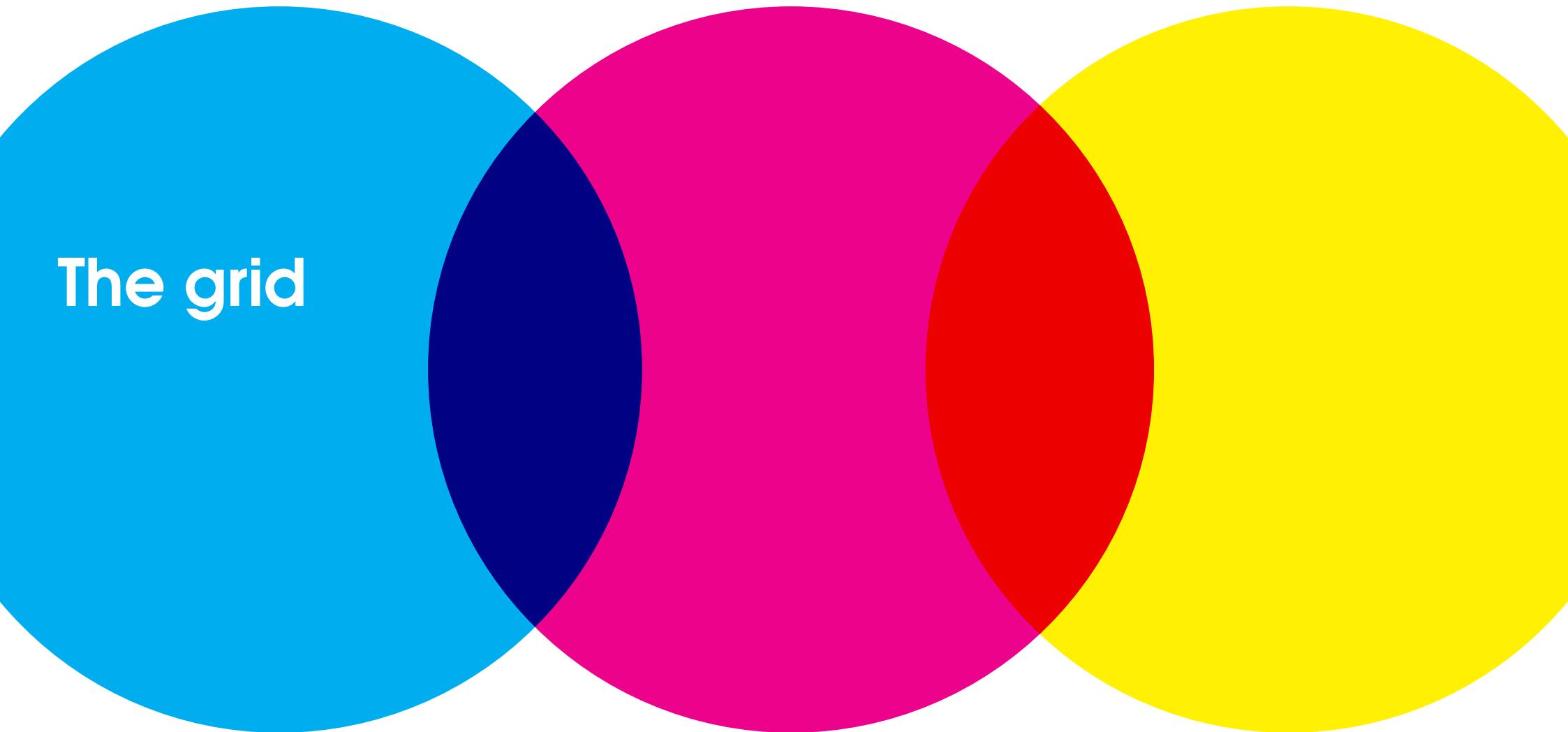
## Product mood board

Images should be shot on a clean, white background.

If the product is white, the product can be placed on either Pantone Cool Grey 2 or Pantone Cool Grey 9 – as per the secondary colour palette.

If there is enough definition within mid tones and shadows, white products can be used on a white background with drop shadows.





# The grid

# The portrait grid

All our layouts start with a grid. There are some rules to apply when creating this grid.

## To create the margins of the grid.

X = Document horizontal width 

Y= Document vertical height 

$$X \div 9 \div 2 \quad \bullet \bullet \bullet$$

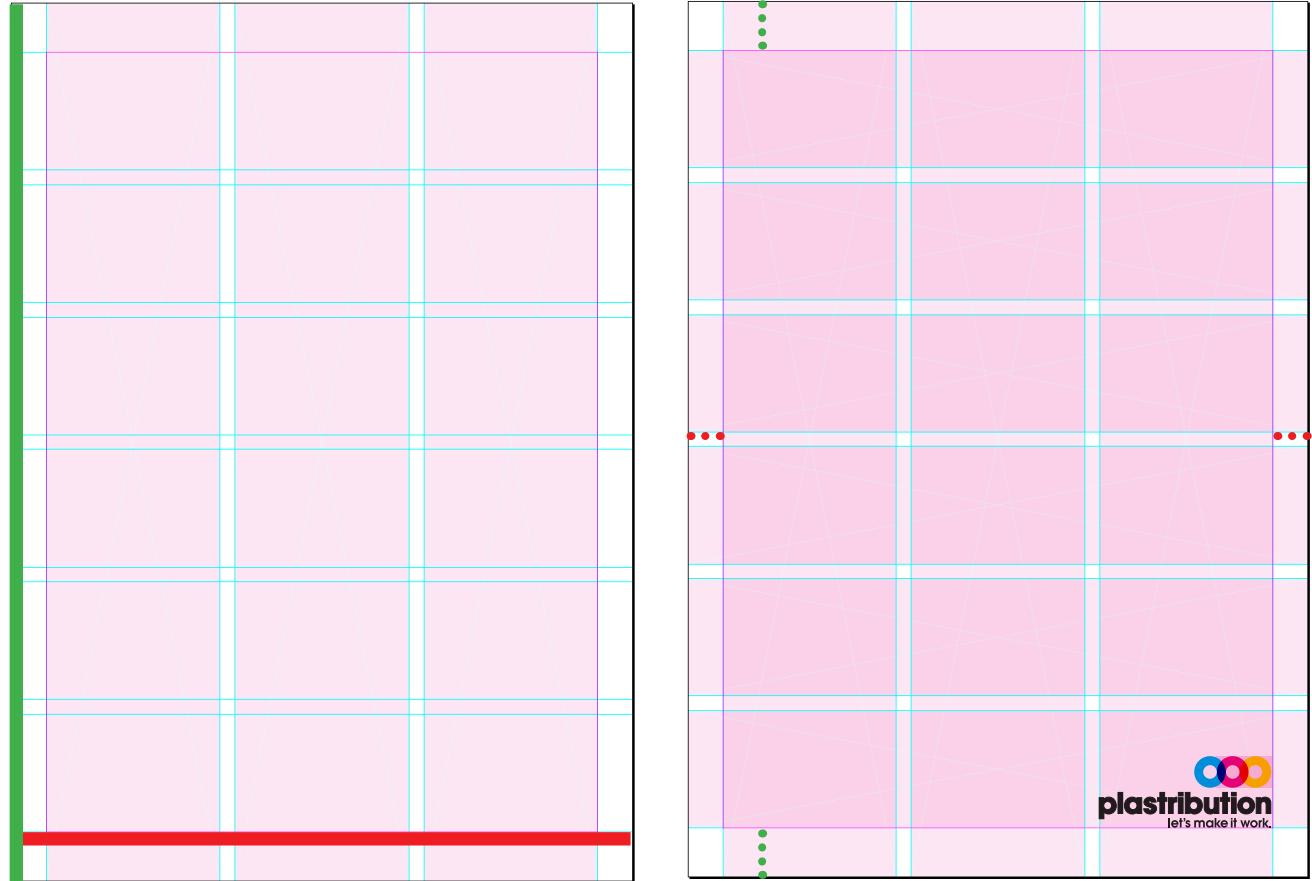
$$Y \div 9 \div 2 \quad \bullet \bullet \bullet$$

## Columns within type area

Vertical columns 3

Horizontal columns 6

Gutter 5mm



# The landscape grid

All our layouts start with a grid. There are some rules to apply when creating this grid.

## To create the margins of the grid.

X = Document horizontal width 

Y= Document vertical height 

$X \div 9 \div 2 \quad \bullet \bullet \bullet$

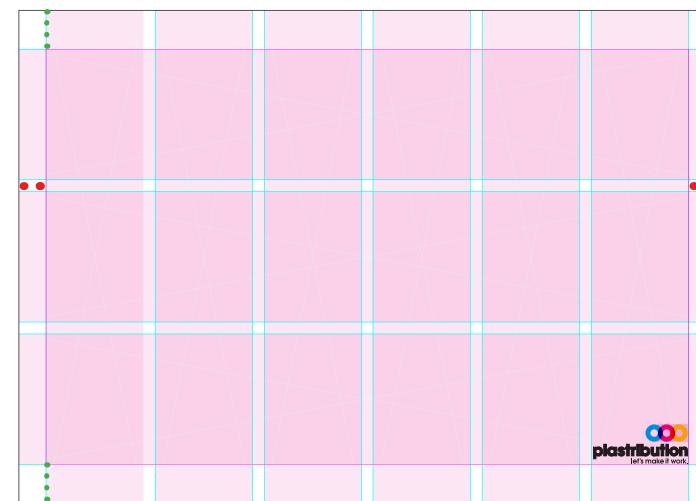
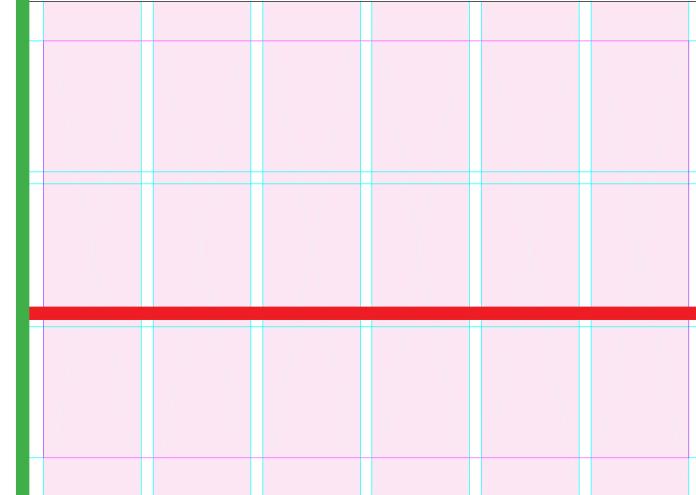
$Y \div 9 \div 2 \quad \bullet \bullet \bullet$

## Columns within type area

Vertical columns 6

Horizontal columns 3

Gutter 5mm

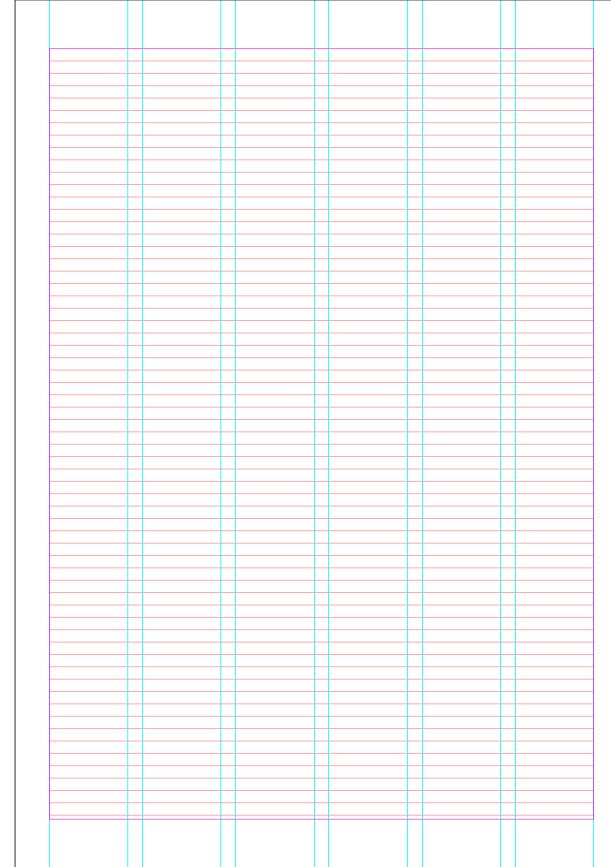


## The typographic baseline grid

The baseline grid ensures that all type in columns lines up.

The baseline grid is set up at every 15pt increment.  
The basic type size is 10pt on a 12pt leading.

Type is always ranged left.

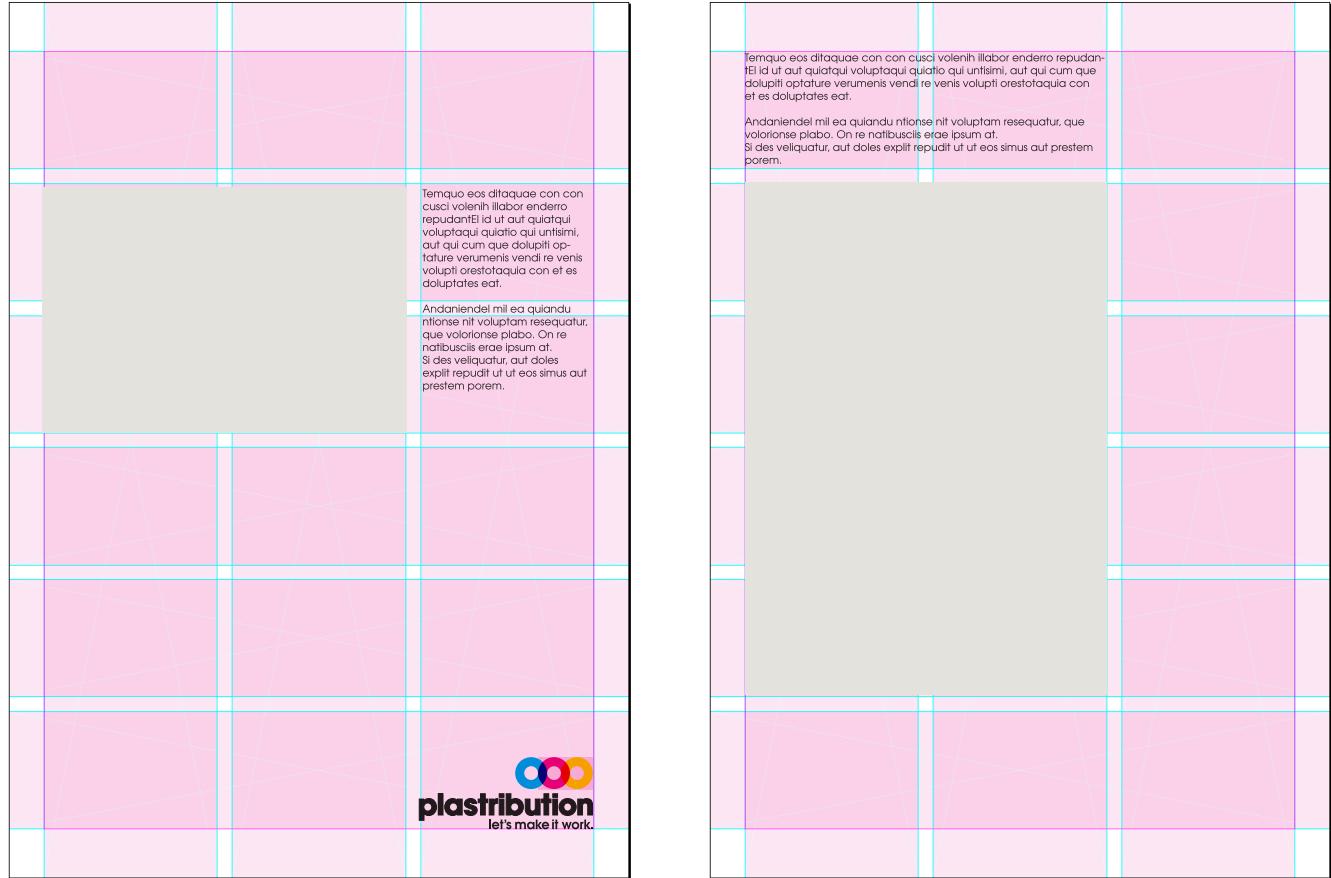


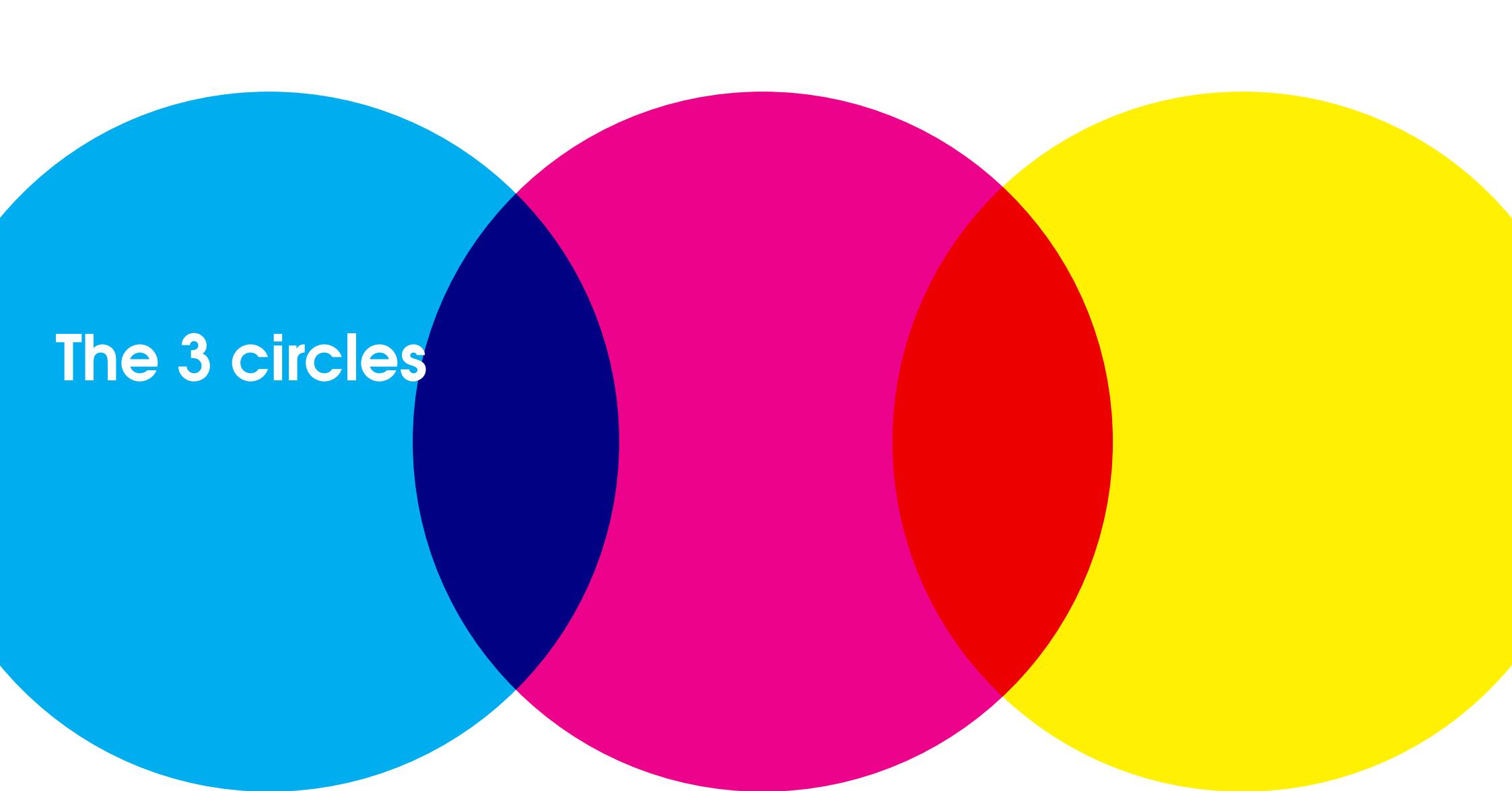
6 column grid with baseline type grid applied

# Use of the grids

The grids are very fluid. They are here to help align graphical and typographical elements.

Ultimately, they give the page a very neat structure.





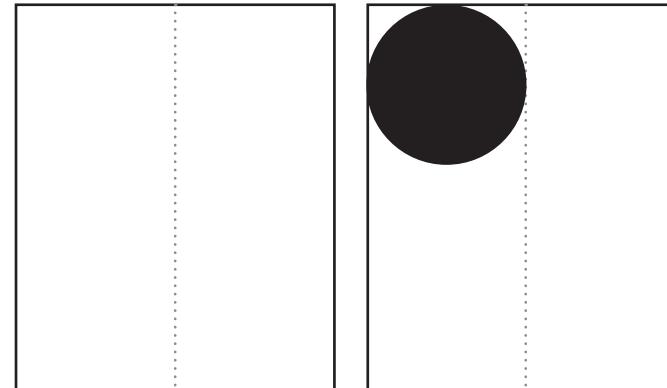
The 3 circles

## Construction of the 3 corporate circles

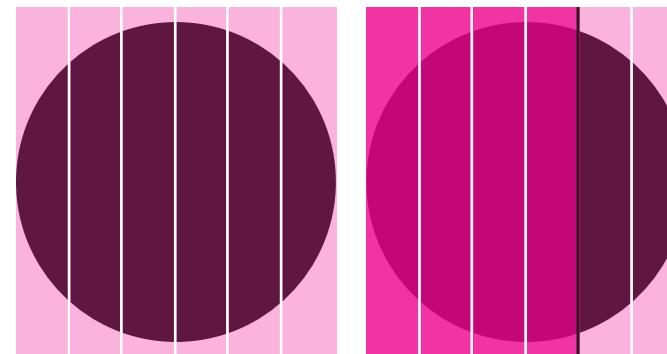
The 3 circles play a vital part in our visual identity.

We must guard and protect the construction of the circles to maintain consistency across our brand.

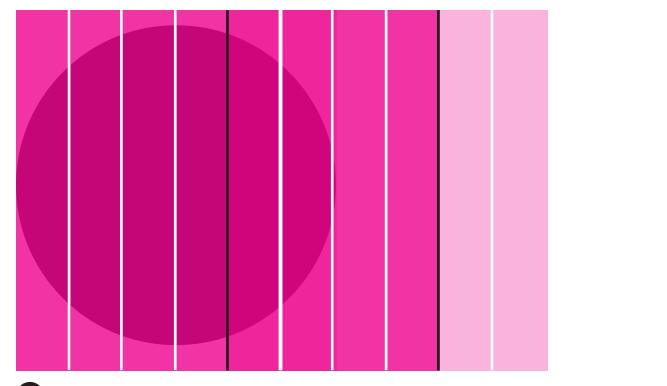
- 1 Halve the document that is to be used
- 2 Create a circle to fit half the document
- 3 Divide the circle into 6 equal columns
- 4 Duplicate the circle and move across two thirds to the right. The blend mode must be set to 'multiply'.
- 5 Apply the same principal for the third circle



1 2



3 4



5

## Use of the 3 corporate circles

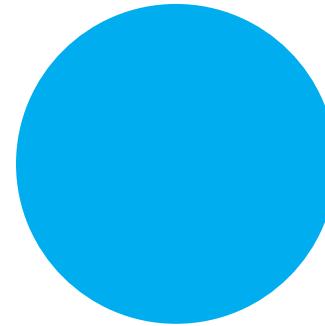
- 6 Always use the colours in this order –  
Cyan, Magenta, Yellow

- 7 To position the circles on a document, first calculate the centre of the top of the document and the top of the marque. The circles are then positioned centrally (vertical and horizontal) on that axis.

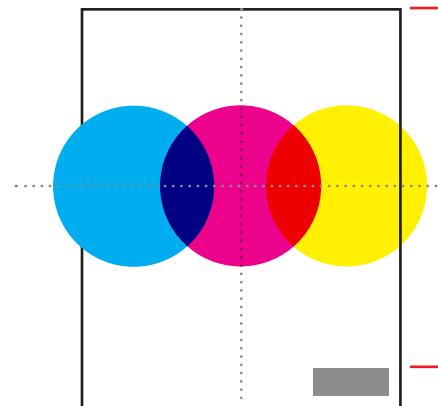
Simple, right? – If in doubt, contact:

Tim Harrison  
[tim@voicebranddesign.com](mailto:tim@voicebranddesign.com)

..he will have some grids already set up for you to use.



6



7

## Use of the 3 corporate circles

Corporate circles must only be used on corporate and sales & marketing communications. This includes:

- Product portfolio covers
- Presentation covers and section dividers
- Media covers e.g. CD covers
- Reverse of stationery items (generic and team specific)
- Promotional items e.g. mugs, pens and calendars

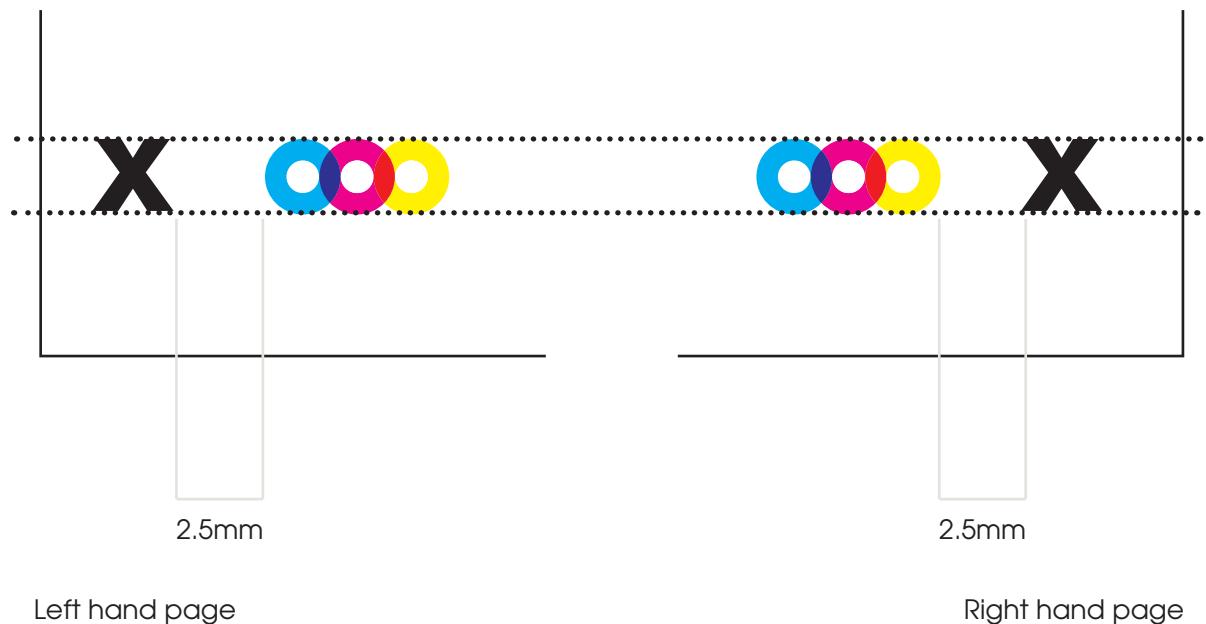
## Folio circles

Folio numbers must always range on the outside edge of a document.

Folios must always be in **ITC Avant Garde Bold at 6pt**

The 3 circles from the marque can be used, positioned 2.5mm away from the first number.

The circles must be the same height as the folio number.



## Use of other circles

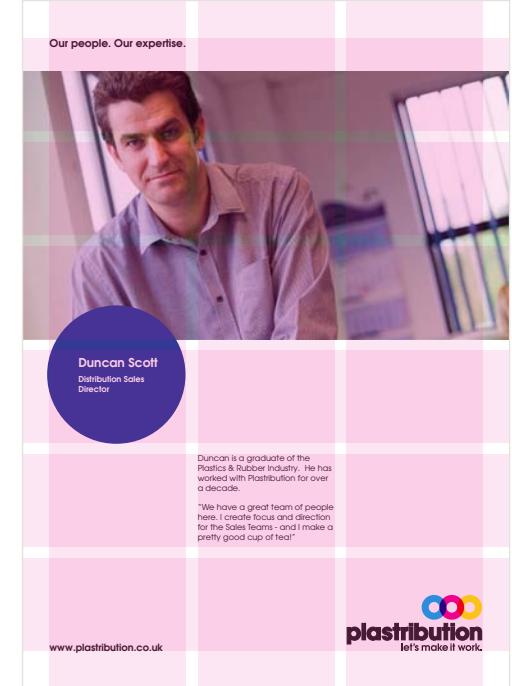
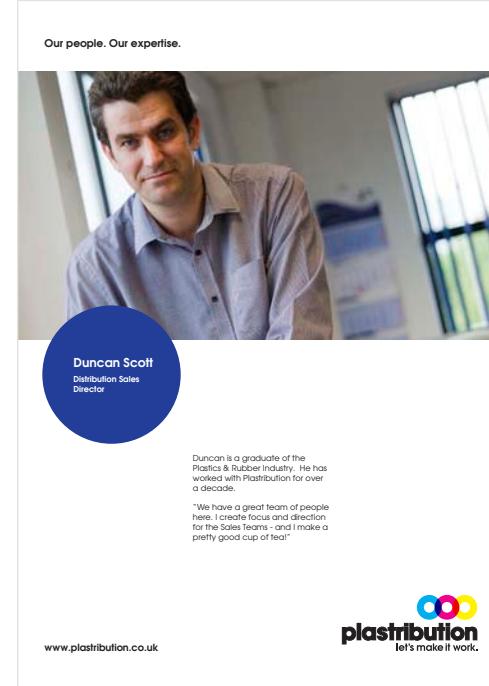
**We can only use other coloured circles with team based photography.**

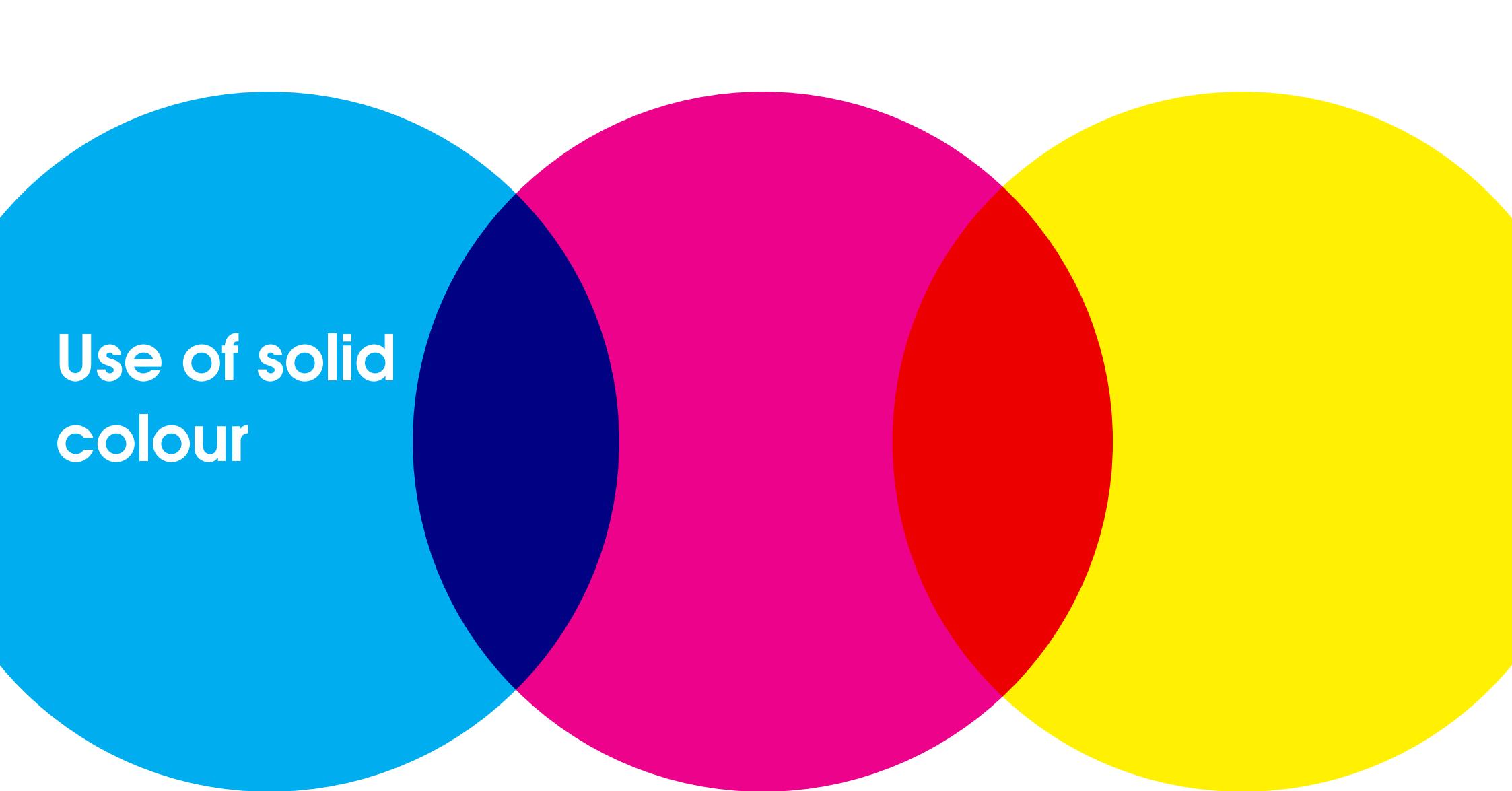
They must include the following:

- Team specific colour
- Team member name
- Team name

The size of the circle must be the width of a column and always overlap the photograph.

No more than a third of the circle may overlap the photograph. Only one circle should be used.





**Use of solid  
colour**

## Use of solid colour

We can only use areas of solid colour with photography.

Items could include product portfolios and advertising.

Typeface colour must be a contrasting colour to the solid colour used and must be clear.

Colours selected must be from the primary colour palette only.

Our people. Our expertise.



Pete Tillin  
Product Director

"The people here are great, we have a flexible approach and freedom to make business decisions on behalf of the organisation.

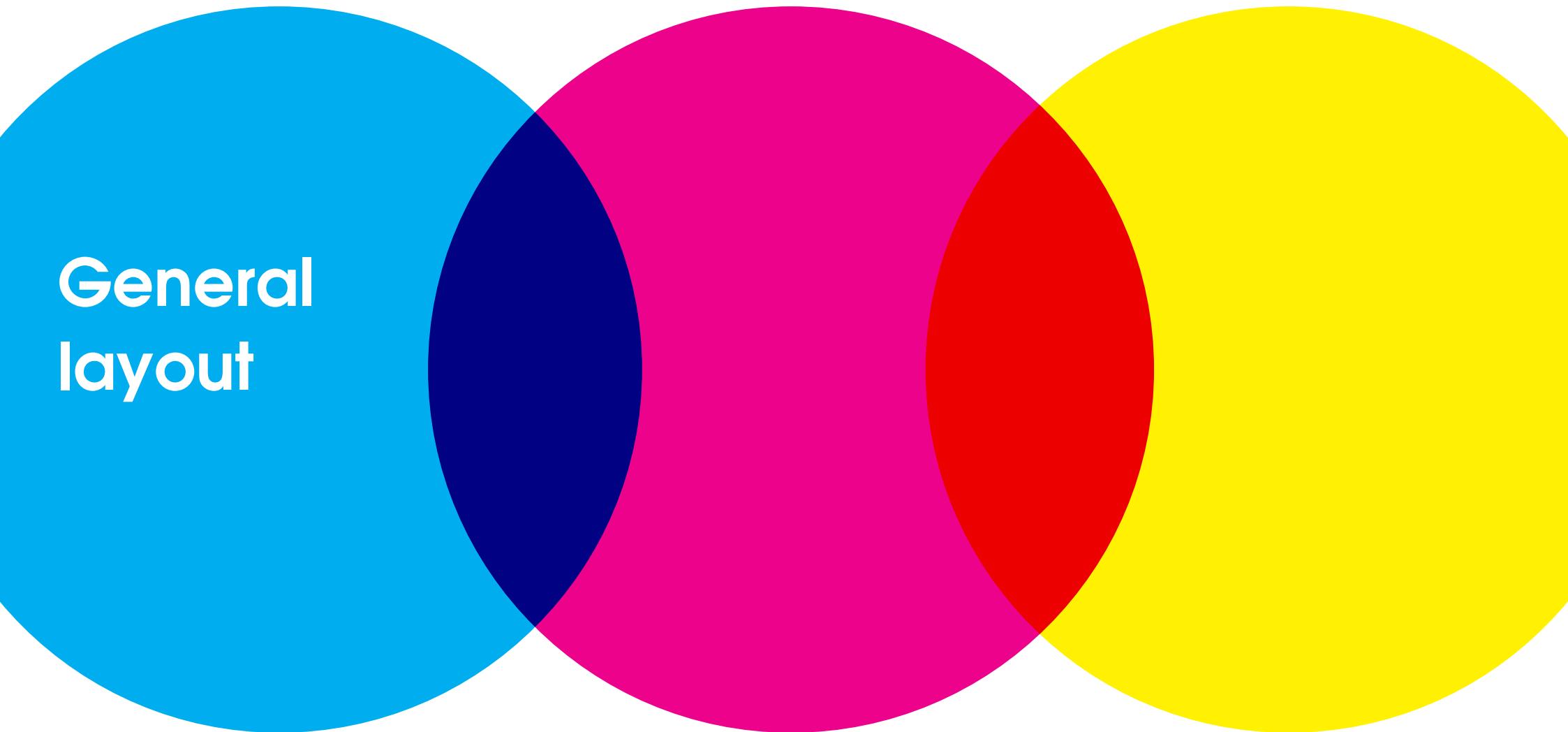
I think fast and can adapt to the ever changing market which means I add value and contribute to Plastribution's success."

Hello. We're  
Plastribution.

The UK's leading distributor of plastics raw materials.

Plastribution delivers reliability, know-how and true business partnership to the world's best polymer suppliers and their UK customers.

OOO 3



**General  
layout**

# Backgrounds

## **Whitespace: Let the text breathe**

Although the grid is flexible in use, 'less is more'.

Don't be afraid to leave backgrounds white. It's striking and will focus attention on what is actually there, rather than implying that there's something missing.

# Typography

We should always lay out our typeface in a consistent and distinctive way.

This will make our written communications instantly recognisable and will help our brand messages stand out.

## **The grid is very fluid in its application.**

Typography is always ranged left.

So when using ITC Avant Garde, try to keep the amount of different type sizes and weights in a single piece of communication to a minimum.

For internal stationery and web pages that cannot render the typeface – Arial or Helvetica can be used as a substitute.

## **The headline statements are set in both upper and lower case**

Sub headlines should be set using both upper and lower case fonts.

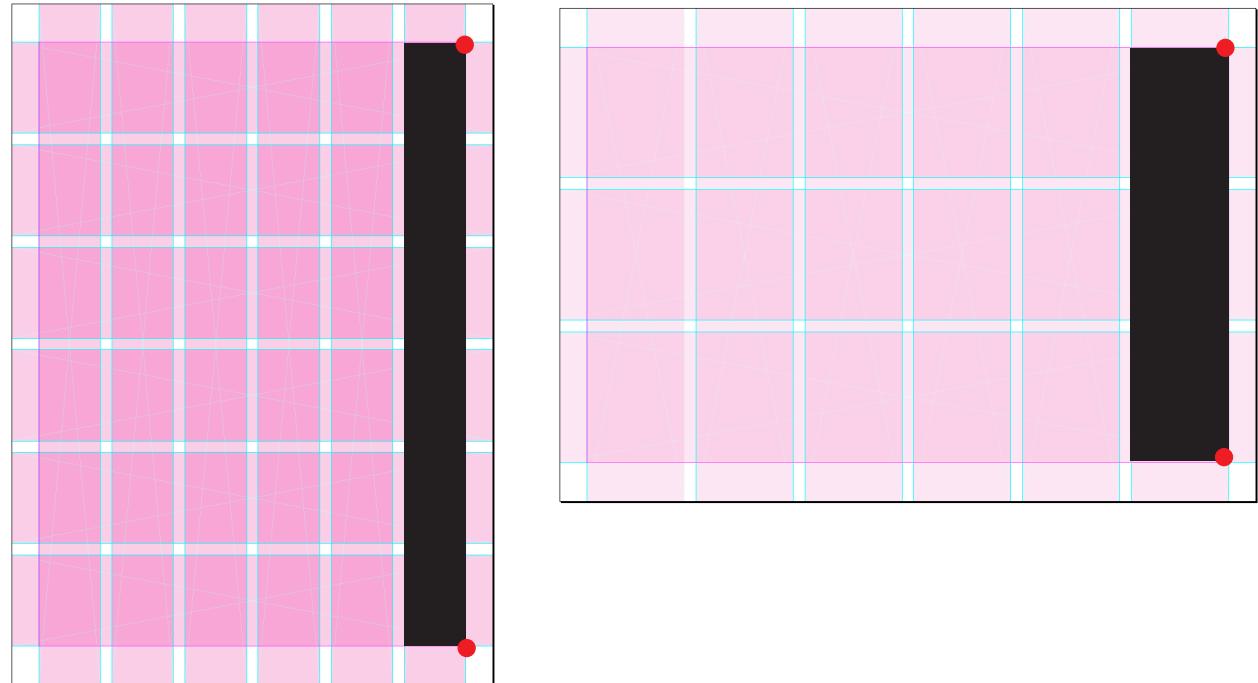
The preferred colour for body copy is **black**  
*Italics can be used for emphasis.*

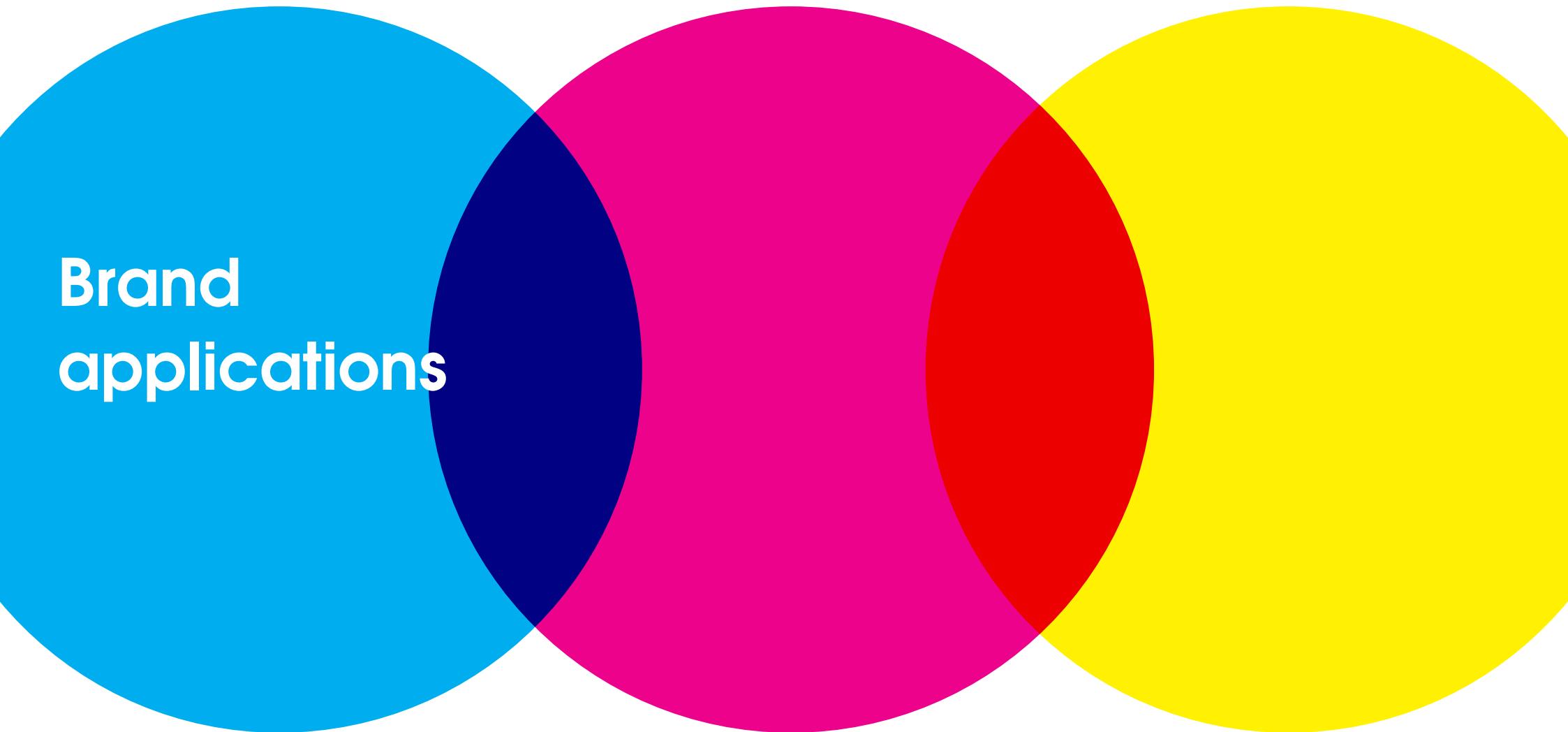
### **Bullet points**

- Bullets must always be a solid circle, black in colour. Text must be black in colour too
- The last bullet point in a list must have a full stop.

## Marque position

The marque is ranged right aligned either to the top or bottom of the margins only.





**Brand  
applications**

## Case studies

### Our innovation.

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 CARMEL OLEFINS LTD



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**plastribution**  
let's make it work.

### Our innovation.

Ipsus aut labo. Et audiorem id quo vent molore, quiatas aut pro dolorepero eos volorere post, ulparum nonne et id quan magnists ut labore nusa exerentur reped ut licabore nullio omnis voluptis sita pro ped que nectatus, officitius edionsequeas et aceruptatur, si totatio nsequia sumquid quia comniat ectiat.

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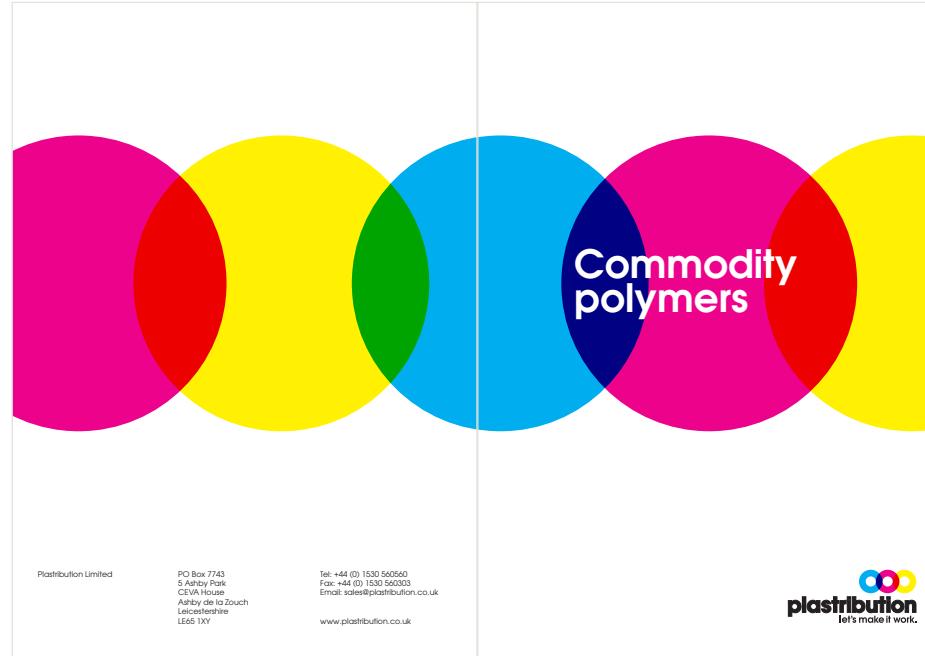
 CARMEL OLEFINS LTD



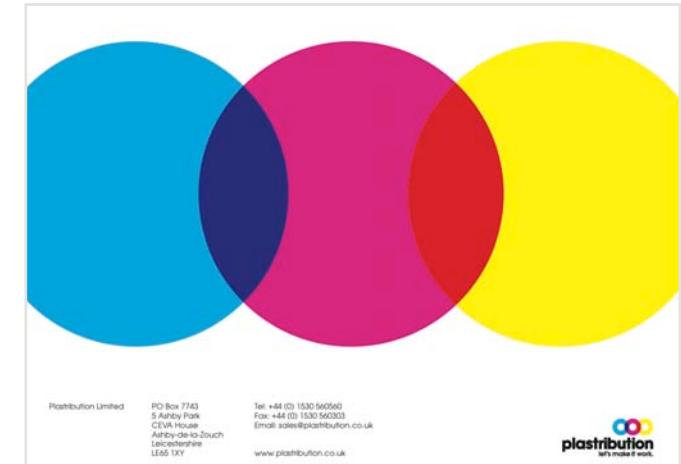
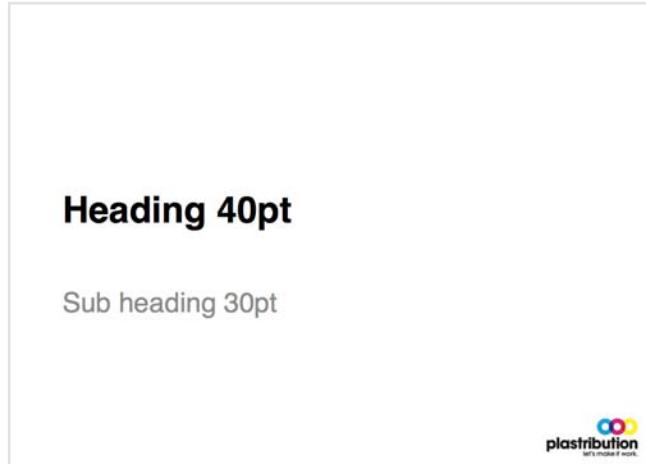
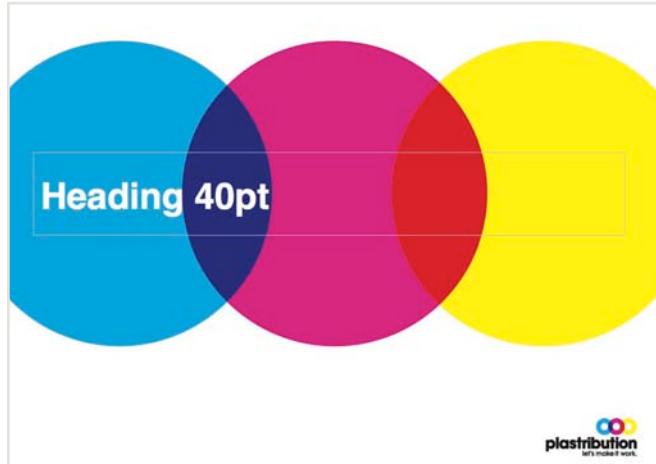
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## A4 Portfolio covers



## Powerpoint presentations



## Stationery - generic



Jon Smith  
123 Street  
Leicester  
123 456

23rd December 2011

Dear Sir

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Yours Sincerely  
Mike Boswell

Plastribution Limited  
PO Box 7743, 5 Ashby Park, CEVA House  
Ashby de la Zouch, Leicestershire LE65 1XY

Tel: +44 (0) 1530 560560  
Fax: +44 (0) 1530 560303

Email: sales@plastribution.co.uk  
[www.plastribution.co.uk](http://www.plastribution.co.uk)

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## Stationery - generic



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**Mike Boswell**  
Managing Director

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[mike.boswell@plastribution.co.uk](mailto:mike.boswell@plastribution.co.uk)

**Telephone**  
+44 (0)1530 560560

**Mobile**  
07831 867821

**Local call rate**  
0845 34 54 560

**www.plastribution.co.uk**

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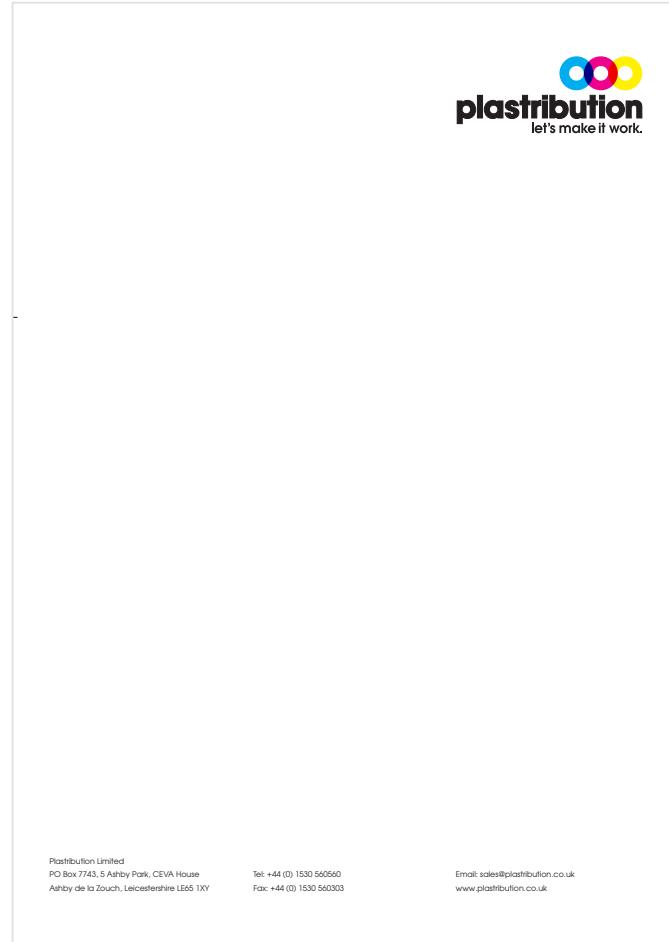
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+44 (0) 1480 308500

**Fax**  
+44 (0) 1480 497685

**Email**  
[sales@plastribution.co.uk](mailto:sales@plastribution.co.uk)

## Stationery - generic

Team specific stationery will be colour coded on the reverse. The front will be as per the generic layout.



## Stationery - generic



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## Stationery - team specific

**Mike Boswell**  
Managing Director

**Email**  
[mike.boswell@plastribution.co.uk](mailto:mike.boswell@plastribution.co.uk)

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07831 867821

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## Team CVs

If team CVs are used on their own, please ensure the logo and web address is applied.

When CVs are included in branded collateral, please do not include the logo and web address.

Our people. Our expertise.



Duncan Scott  
Distribution Sales  
Director

Duncan is a graduate of the Plastics & Rubber Industry. He has worked with Plastribution for over a decade.  
"We have a great team of people here. I create focus and direction for the Sales Teams - and I make a pretty good cup of tea!"

[www.plastribution.co.uk](http://www.plastribution.co.uk)

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let's make it work.

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# Web pages

**know-how**

**plastibution** let's make it work.

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“Producers and customers are interacting in increasingly changing ways”

Hello.  
We're Plastibution

The UK's leading distributor of plastics raw materials. Plastibution delivers reliability, know-how and true business partnership to the worlds best polymer suppliers and our UK customers.

Plastibution is a highly progressive distributor of plastic raw materials for injection moulding, extrusion and blow moulding customers. We carry extensive stocks of engineering, styrene, polyolefin, and speciality thermoplastics from companies such as the Radici Group, Total Petrochemicals and ExxonMobil Chemical. Masterbatch and custom compounds are also available.

**Expertise**

Our expertise is what sets us apart from the rest, allowing us to be truly consultative business partners to our customers and suppliers alike.

[Learn more →](#)

**Innovation**

By placing innovation at the heart of everything we do, we're known for delivering the ideas that make things happen.

[Learn more →](#)

**Process**

Robust, intelligent, sustainable and unique. Our business processes are individually designed to suit everyone who deals with us.

[Learn more →](#)

**Our expertise**

As well as providing more information about the people you're already working with you can now find out if there are other people in our business that can help you in new areas.

[Learn more →](#)

**know-how**

Created to deliver information, insights and opinions to our suppliers, customers and the industry as a whole.

[Learn more →](#)

**How can we help?**

Please enter your company name  
Please enter your name  
Please enter your email address  
Please enter your telephone number  
How can we help?  
[Submit](#)

**Price know how**

A monthly publication looking at key factors that affects UK polymer markets – delivered straight to your inbox. Please subscribe below

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**Our awards**

Our excellence has been recognised and rewarded in an increasingly competitive market.

**know-how**

**plastibution** let's make it work.

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**Expertise**

Our expertise is what sets us apart from the rest, allowing us to be truly consultative business partners to our customers and suppliers alike.

[Learn more →](#)

**Innovation**

By placing innovation at the heart of everything we do, we're known for delivering the ideas that make things happen.

[Learn more →](#)

**Process**

Robust, intelligent, sustainable and unique. Our business processes are individually designed to suit everyone who deals with us.

[Learn more →](#)

**Our expertise**

As well as providing more information about the people you're already working with you can now find out if there are other people in our business that can help you in new areas.

[Learn more →](#)

**know-how**

Created to deliver information, insights and opinions to our suppliers, customers and the industry as a whole.

[Learn more →](#)

**How can we help?**

Please enter your company name  
Please enter your name  
Please enter your email address  
Please enter your telephone number  
How can we help?  
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**Price know how**

A monthly publication looking at key factors that affects UK polymer markets – delivered straight to your inbox. Please subscribe below

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**Our awards**

Our excellence has been recognised and rewarded in an increasingly competitive market.

# Advertising



**Our expertise**

Plastribution is working hard to evolve the distribution model to be supportive, sustainable and secure. Our expertise is one of the things allowing us to do so.

Expertise is something that all of our suppliers and customers know they can rely on. Differentiating us as truly consultative business partners, making us the best at sourcing materials, the best at identifying new markets and the best at managing and advising on raw materials and pricing.

By delivering reliability, know-how and true business partnership to the world's best polymer suppliers and our UK customers; our expertise is helping the industry get better, smarter and faster.

**plastribution**  
let's make it work.

0845 34 54 560  
[www.plastribution.co.uk](http://www.plastribution.co.uk)



**Our expertise**

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## Internal signage

If the corporate marque cannot be used on internal signage because of the minimal size restrictions, please use the typeface Avant Garde. Alongside the typeface and to the left, please include the 3 circles.



## Charts and tables

Chart headers should always start with a 100% Cyan band. Copy will be white.

Dividers will be 1pt thick white bars.

Tables will alternate between 25% Cyan and 15% Cyan. Copy will be in black.

100% Cyan

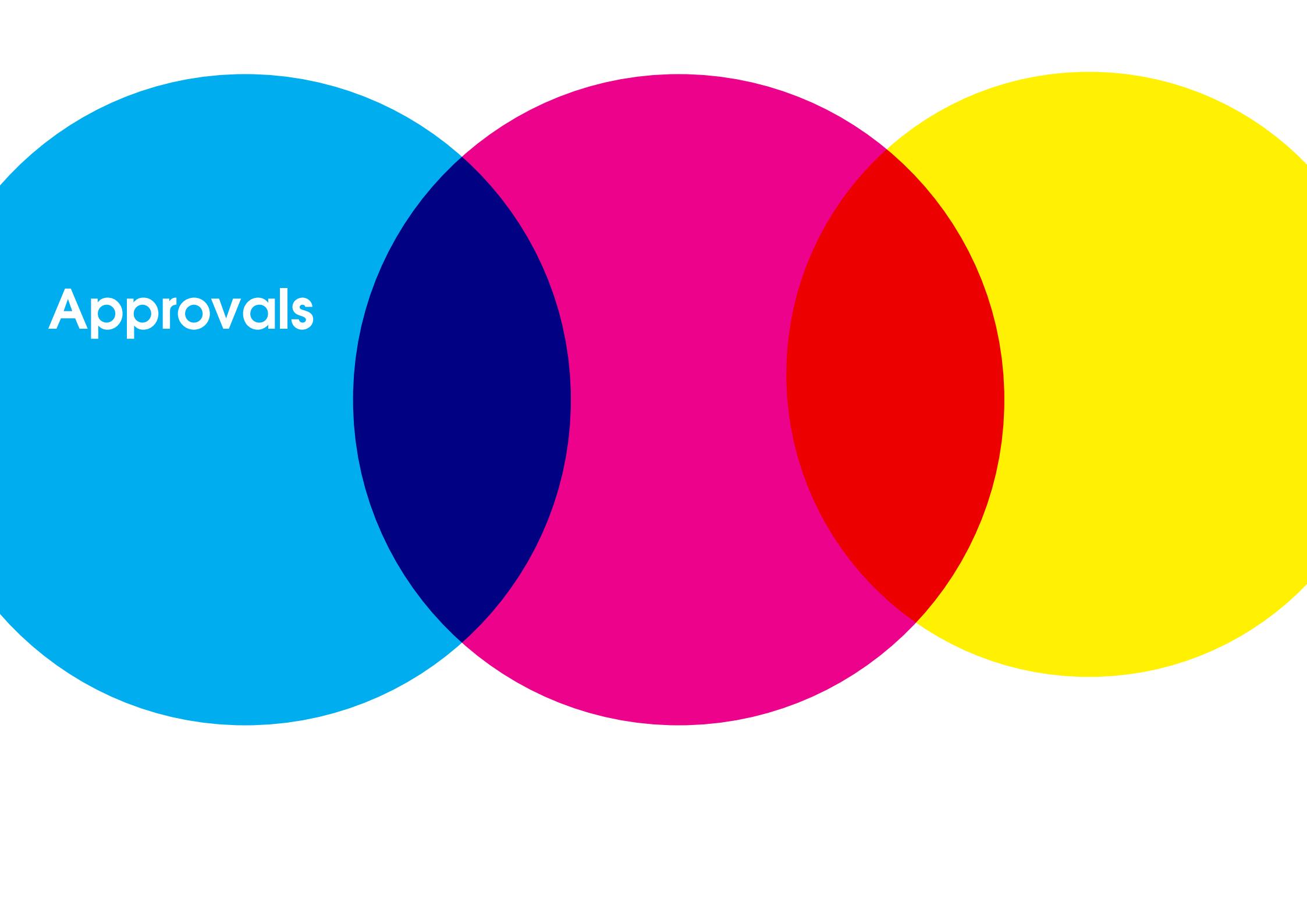
25% Cyan

15% Cyan

Lupital Acetal

Low friction & wear-resistant grades

Name	Function	Feature
LO-21A	Low friction and high wear resistance.	Lowers friction and improves wear resistance while the properties of the standard grade are maintained. Especially effective in contact with metal.
FX-11 FX-11j	Low noise, low friction and high wear resistance.	Lowers friction and improves wear resistance while the properties of the standard grade are maintained. Especially effective for reducing the friction noise of Polyacetal.
FL2010 FL2020	Low friction and high wear resistance.	Friction coefficient and specific wear loss are improved as compared with the standard grade. In particular, FL2020 is well suited for use under high speed and heavy load.
FW-21 FW-24	Low friction and high wear resistance.	Lowers friction and improves wear resistance while the properties of the standard grade are maintained. Better at presenting natural colour and better mouldability than FL grades. FW-24 is suited for use at high speed under heavy load.
FS2022 FS2020	Improvement of friction and wear resistance.	Wear resistance is improved as compared with the standard grades to suppress friction noise during sliding. FS2020 is a concentrate type and may be diluted 5-20 times.
FM2020	Improvement of friction and wear resistance.	Contains MoS2 and is suited for applications requiring stiffness and wear resistance.



**Approvals**

## Approval process

Please forward any artwork created from these guidelines to:

Tim Harrison  
tim@voicebranddesign.com

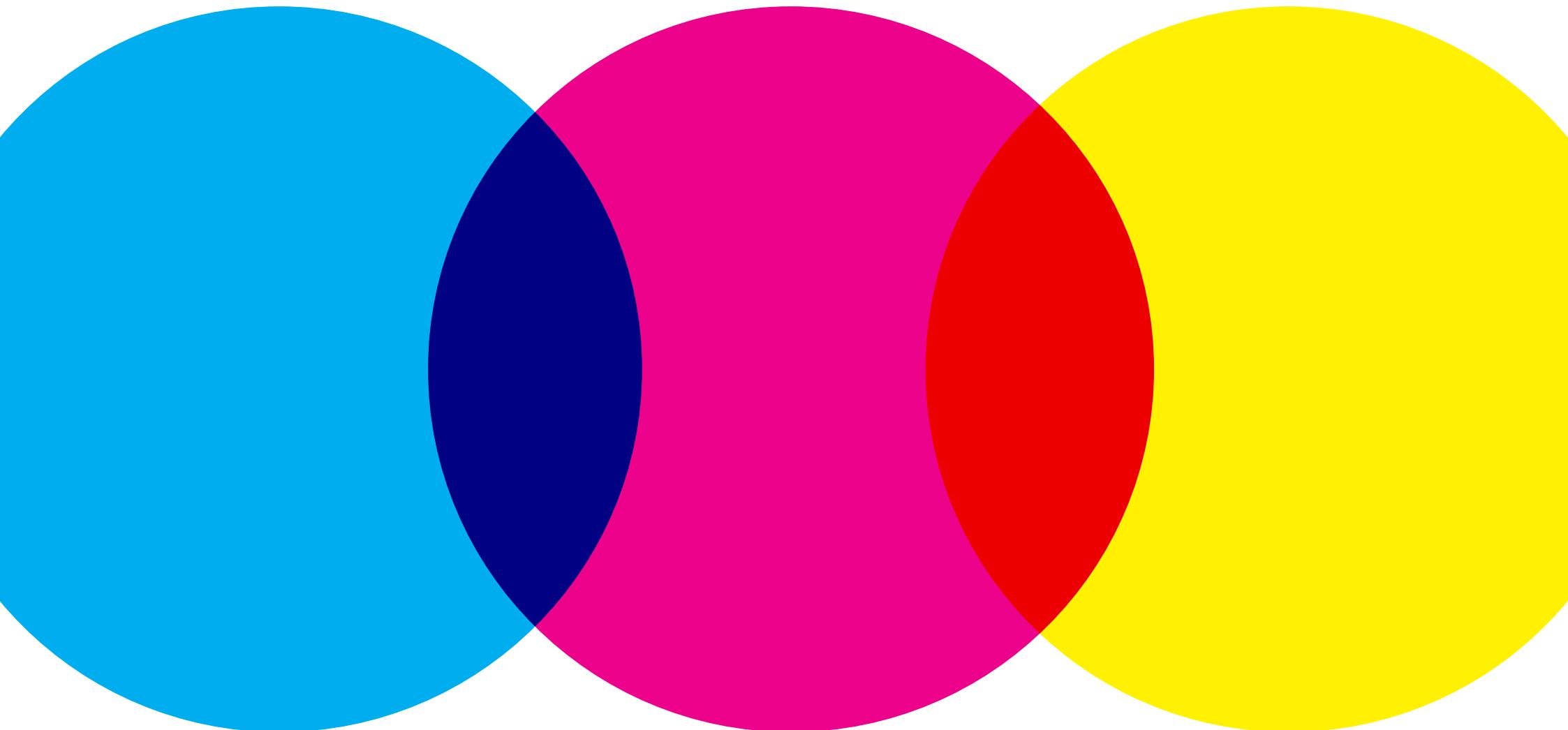
Please wait for approval before sending any items to print.

## Contact

Please contact Tim Harrison at Voice if you have any questions about these guidelines.

Tel: 0116 239 6661

Email: [tim@voicebranddesign.com](mailto:tim@voicebranddesign.com)



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CEVA House  
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