

**SIMPLER  
IS SMARTER.  
SMARTER  
IS SAFER.**

**AlphaTec®**



## New brand; same products, same quality and performance

Dear valued customers,

Ansell is world renowned for providing leading chemical protection solutions for risks to the hand and body. These products and solutions have previously been known by different brand names across our product portfolios. We now intend to bring all of our chemical protection solutions under one brand.

**We are excited to announce that our leading TRELLECHEM® product range will be rebranded AlphaTec®.**

AlphaTec® products will retain the same features and high level performance as previously known under the TRELLECHEM® brand.

### Simpler, Smarter and Safer Experience

By organising and presenting our chemical offering in a simplified manner, we aim to make it easier for you to select the right chemical protection for your needs. This will allow us to better support you on the ongoing regulatory changes and to help you to navigate our comprehensive portfolio of protection solutions. As a result, users will be able to take advantage of increased confidence and Feel EQUIPPED™ from head to toe.

### Continued brand recognition

The TRELLECHEM® brand will still continue to have a visible presence on product labeling and marketing materials to ensure continuity and trust that you can expect the same commitment to uncompromising protection.

### Product design, labelling & packaging

Over the coming months the AlphaTec® brand will become more prominent on products, packaging and marketing communications. This brand change will not involve any modifications to the product performance. The only change and additional benefit to you is that all rebranded AlphaTec® products will be certified to comply with the new European Union (EU) Regulation 2016/425 for Personal Protective Equipment, that is replacing EU Directive 89/686/EEC.

### Communications






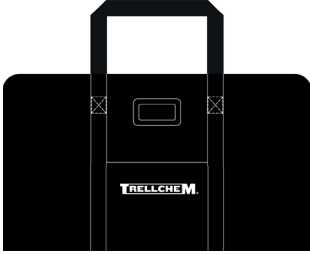

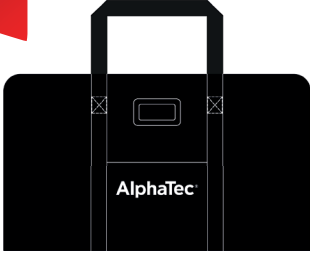


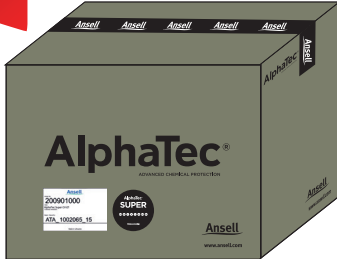
The first product that will undergo the brand change is **TRELLECHEM® SUPER**, which will become **AlphaTec® SUPER** during **October 2017**. Transition to the complete AlphaTec® range will then continue and is expected to be completed by **April 2019**.

**AlphaTec® branded products will be certified to comply with the  
NEW EU Regulation 2016/425 Personal Protective Equipment**

**Please see the reverse for a more detailed explanation of what will be changing.**



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KEY CHANGES	BEFORE	AFTER
<p><b>Product Design &amp; Labelling</b></p> <p><b>Key Changes</b></p> <ul style="list-style-type: none"> <li>• Brand change to AlphaTec®</li> <li>• TRELLECHEM® brand will be made less prominent</li> <li>• Product will retain model name i.e. SUPER</li> <li>• Suit size more clearly highlighted</li> </ul>	<p><b>SLEEVE LABEL</b></p>  <p><b>ZIP FLAP</b></p> 	<p><b>AlphaTec® SUPER</b></p>  <p><b>AlphaTec®</b></p>  
<p><b>Packaging</b></p> <p><b>Inner Bag Key Changes</b></p> <ul style="list-style-type: none"> <li>• Brand change to AlphaTec®</li> <li>• Suit model specific labels</li> </ul>	<p><b>STORAGE BAGS</b></p>  	 
<p><b>Outer Box Key Changes</b></p> <ul style="list-style-type: none"> <li>• Brand change to AlphaTec®</li> <li>• Ansell black and white tape to seal the box</li> <li>• Model name label added next to shipper label for easier product identification</li> </ul>	<p><b>OUTER BOX</b></p> 	

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