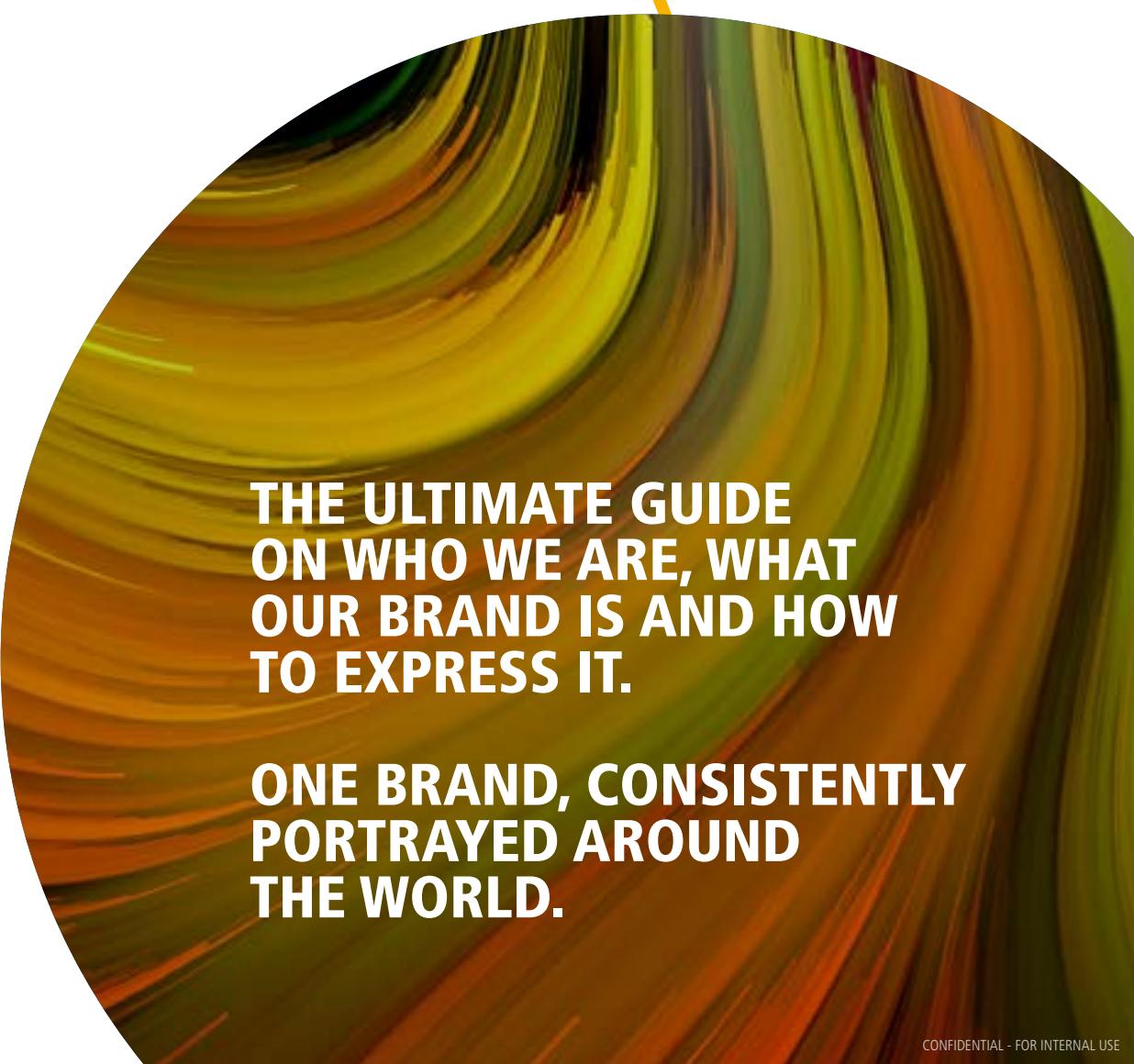




COATS BRAND PLAYBOOK

GLOBAL EDITION

WHAT IS THE COATS BRAND PLAYBOOK?



THE ULTIMATE GUIDE
ON WHO WE ARE, WHAT
OUR BRAND IS AND HOW
TO EXPRESS IT.

ONE BRAND, CONSISTENTLY
PORTRAYED AROUND
THE WORLD.

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- / Our worldwide success story
- / Our brand on a page
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- / Brand character



BRAND NARRATIVES

BUILD AN EMOTIONAL CONNECTION

- / Enhancing lives, making the world a better place

BUILD CREDIBILITY

- / Together we can achieve the remarkable
- / Your innovation partner
- / Your sustainability partner
- / One high standard, the world over

DRIVE CONVERSION

- / Small details, big picture
- / Technical support
- / Co-marketing support
- / Digital solutions



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- / Trade marketing
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OUR
STORY

OUR GLOBAL STORY



We began over 250 years ago, when the Clark and Coats families transformed their home town of Paisley, Scotland, into the world centre of thread making through innovative products and revolutionary mechanised production.

Today, we have connections with markets and manufacturers in six continents and 50 countries. Our global presence and local know-how make us the world's leading industrial thread and company.

But we are more than leaders. We are, and always have been, pioneers. Our sustainable values drive us to innovate, making more from less, saving energy and valuable resources.

For the clothes and accessories we wear. The telecoms cables that keep us connected. The composite materials in the cars we drive. The fabric of our lives.



OUR WORLDWIDE SUCCESS STORY

As the world's leading industrial thread designer, maker and marketer, the world is our home, with a global 17,000-strong workforce.

We provide threads and yarns that are at the heart of the apparel and footwear industries. We develop innovative high technology Performance Materials for transportation, telecoms, energy, and personal protection. And we never stop innovating.

Our dedicated teams in our three global Innovation Hubs in Europe, Asia and North America are developing technology and advances that have the potential to revolutionise the world.

Nowhere is this more vital than in sustainability. Together with our partners we innovate to address some of the planet's most serious problems. And we are determined to reach net-zero emissions by 2050.



OUR GLOBAL STRATEGY

Coats connects talent, textiles and technology to make a better and more sustainable world. This approach is underpinned by three key strategic goals we work towards in order to achieve our vision. The first is creating profitable sales growth through increased market share and leading through innovation and operational efficiencies. The second focuses on continuing to strengthen our core business by being truly customer-centric and investing in our employees. The third goal is disciplined use of capital – funding inorganic opportunities to build scale and acquire new capabilities, technology and talent. This approach is underpinned by our three strategic enablers; digital, innovation and sustainability.



HOW MARKETING BRINGS IT ALL TO LIFE

Marketing will build the Coats brand, helping win customer loyalty and trust, encouraging customer interest and enquiry, thereby driving lead generation and sales pipeline.

Our global marketing approach focuses on creating a modern, authentic customer-centric brand that feels culturally relevant in today's world. From speaking to customers to understanding the latest trends Coats marketing always starts with customer insight. We will then create relevant awareness and consideration through a number of activities from global events webinars, excellent creative content including videos and blogs to highly targeted digital campaigns leveraging multiple social platforms from LinkedIn to Instagram so we can connect with the right customers.

Marketing have also prioritised a number of global accounts from sportswear, premium lifestyle, fast-fashion to telecoms, automotive. We are working with new exciting influencers, co-branding content, running global events utilising PR to tell our story.

OUR BRAND ON A PAGE

OUR PURPOSE

Why we exist

To connect talent, textiles and technology to make a better and more sustainable world

OUR VISION

What we are working to achieve

To be the global textiles leader and trusted partner delivering innovation, digital and sustainable solutions with lasting value to all stakeholders

OUR VALUES

Shaping the way we work

Energy for change. Respectful & Inclusive. Open & Honest
Freedom to Operate Positive Teamwork

OUR POSITIONING

How we want to be perceived by our customers, relative to competitors

Trusted Partner

OUR ESSENCE

Three words that best summarise our brand

Connecting. Pioneering. Trusted.

OUR BRAND ESSENCE EXPLAINED



CONNECTING.

We are at once global, and local. We bring together the best talent to offer the same superior products and services across continents, countries and communities. So we can build winning partnerships with markets, manufacturers and brands the world over.

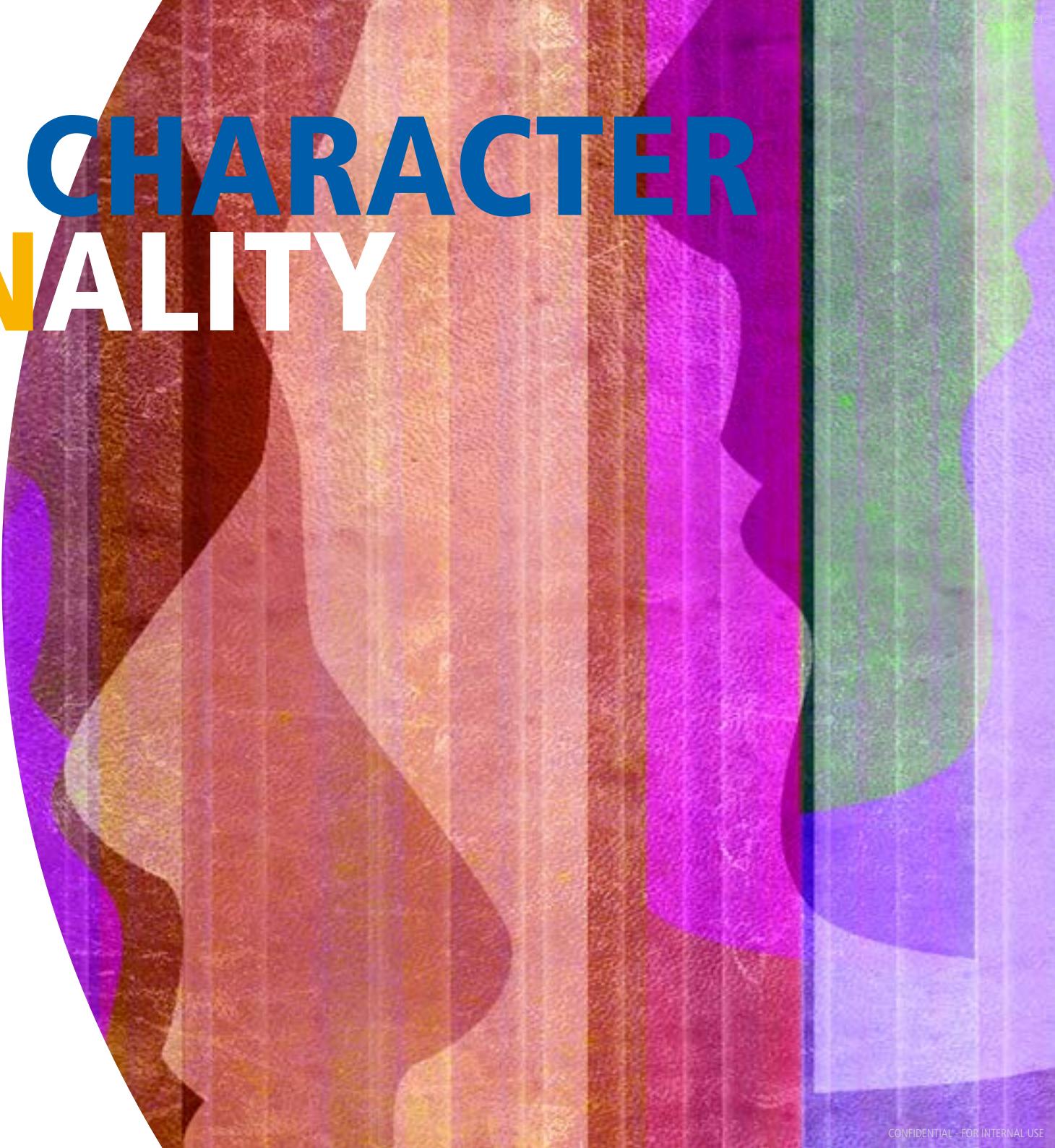
PIONEERING.

We are restless innovators, improving, redesigning and reimagining. We partner with customers across multiple industries to understand and meet the challenges they face with innovative solutions. We are sustainability champions, finding new ways to do more with less.

TRUSTED.

Our success rests on our reputation. It is enabled by the trust of the people we do business with, the communities we operate in, our employees and our shareholders. We are 100% transparent and fully accountable.

BRAND CHARACTER PERSONALITY



IF COATS WAS A PERSON,
THIS IS WHAT WE WOULD BE

CREATIVE

We are innovative, imaginative and original.

We think differently about problems and our solutions are brilliantly unexpected (and they always work).

BOLD

We are confident but not reckless. We look further and dream bigger, exploring new territories (having done our research first).

KNOWLEDGEABLE

We are subject matter experts. But we are not inflexible – knowledge is cumulative and fluid, not absolute. We are always learning.

BRAND CHARACTER TONE OF VOICE



HOW WE COME ACROSS IN
OUR COMMUNICATIONS

PASSIONATE

We are excited by what we do. We are full of energy and want to show everyone what our job means to us.

AUTHENTIC

Like every other brand in the history of brands, we are human. We avoid corporate-speak, talking peer-to-peer. We are conversational, without being chatty – professional colleagues, not friends.

PURPOSEFUL

Our words are clear and single-minded. We speak meaningfully (but not patronisingly).

BRAND CHARACTER LOOK & FEEL

WHAT OUR AUDIENCES SEE WHEN THEY
LOOK AT OUR COMMUNICATIONS

STRIKING

Colourful threads, yarns, cables and composites, shining reflective strips, clean and crisp PPE. Whatever product or service we are demonstrating, we show it in its absolute best light.

AUTHENTIC

Real people and products at work and at play, captured in a moment, not staged.

CLEAN & SIMPLE

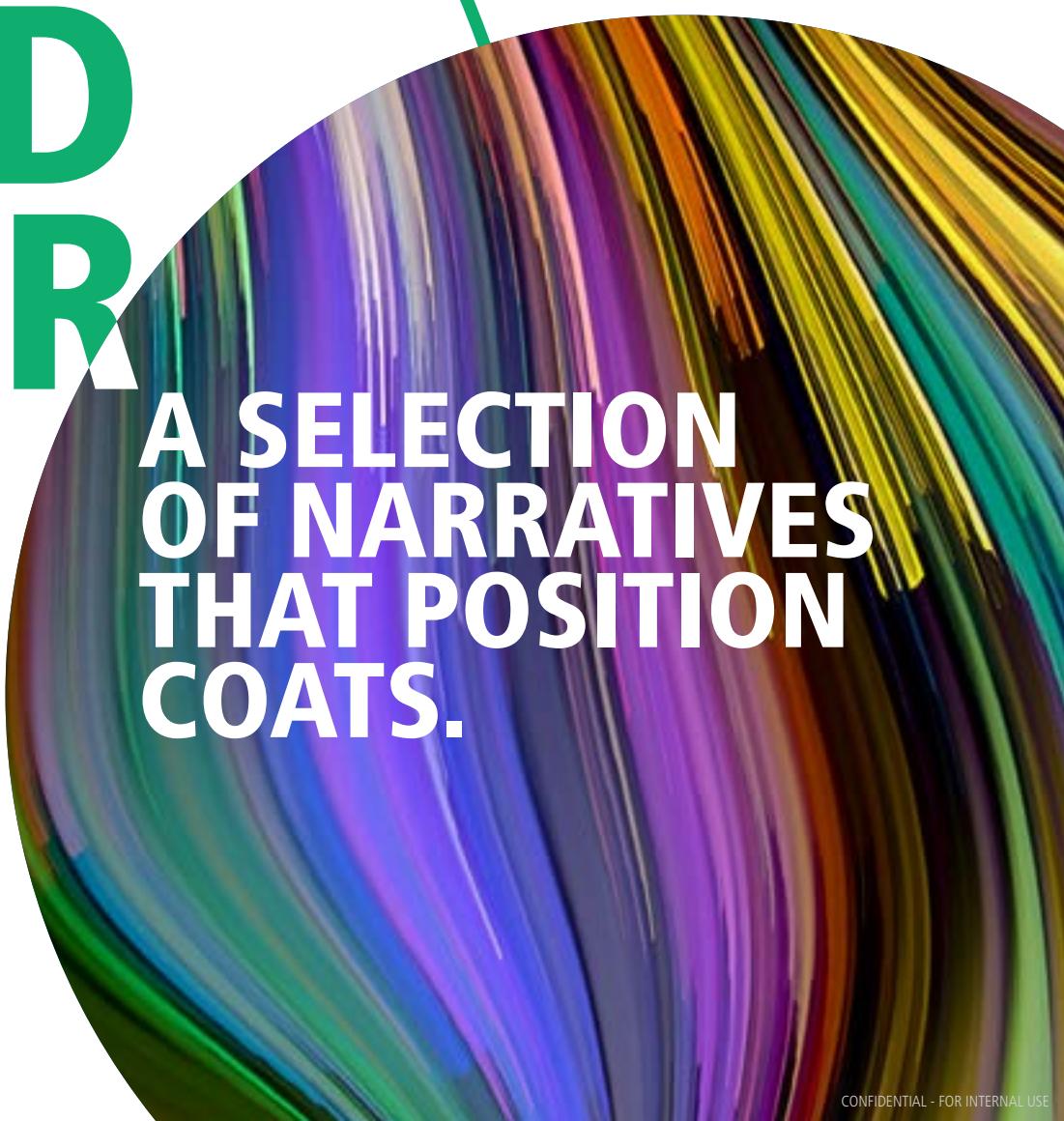
Only essential design elements and visuals, no unreadable blocks of tiny text or confusing icons. We make it simple to read and understand our message.



The background consists of a series of concentric, curved bands of color. The colors transition through a full spectrum, including reds, blues, greens, yellows, and purples. The bands are slightly blurred, giving a sense of motion or depth. The overall effect is dynamic and visually striking.

BRAND NARRATIVES

COATS— TRUSTED PARTNER



A SELECTION
OF NARRATIVES
THAT POSITION
COATS.

ENHANCING LIVES, MAKING THE WORLD A BETTER PLACE

In 1879 Thomas Edison used Coats' thread in his experiments to invent the light bulb. And while our technologies may not always be visible to consumers, they brighten lives at every turn. Our threads and yarns help make clothes more comfortable, durable and stylish. They're woven into trainers to help us run faster. They're turned into composite materials to make our cars lighter.

No matter what sector or industry, our solutions make the world a better place. And the world's leading brands, who understand that quality, innovation and sustainability are key, have come to trust Coats as an essential part of their products.





TOGETHER WE CAN ACHIEVE THE REMARKABLE

Success relies on working with partners who can add value to your business every day. Who combine true expertise with a fresh perspective. Who can connect you with opportunities you cannot otherwise access. Who can bring tailored solutions to your most pressing problems.

That's why many of the world's biggest brands count on Coats. They trust our industry-leading expertise and superior quality to help them make products that their customers will love. They rely on our creativity, access to industry insights and individualised approach, to help them innovate and reimagine for a more sustainable future.

30,000 apparel and footwear manufacturers, 4,000 global retailers, and 8,500 performance yarns customers already count on Coats. Join them.

YOUR INNOVATION PARTNER



1 2 3

Coats is shaping the future of the textile industry by constantly enabling brands and manufacturers to create products never even thought of before. We invite designers and R&D teams to our Innovation Hubs to ideate, prototype, test, fine-tune and bring new products to market quickly.

In Shenzhen, we are helping to take athletes to new heights working on revolutionary sustainable materials with projects such as adidas FUTURECRAFT.

Meanwhile our game-changing CoatsKnit range of innovative yarns enable manufacturers to deliver comfort, performance and style for footwear. Water resistant, quick drying, long lasting, fluorescent, and stunningly colourful, CoatsKnit helps the wearer look and feel fantastic. Then there's Coats Protect+, a specialised antimicrobial thread used to keep the wearer feeling fresh – and it's being used right now in PPE equipment to provide protection for key workers.

These are just a selection of innovations delivered by our R&D teams – and there's much more to come. Our commitment to sustainability means we are working to provide sustainable versions of our threads. We believe sustainable fashion starts upstream at the raw material supplies, through dyeing, spinning and twisting, coating and finishing, distribution and sewing, and all the way to the creation of the garment and its use.

Our three Innovation Hubs are industry centres of excellence, each focusing on specific areas of expertise:

SHENZHEN, CHINA:
Apparel & Footwear, Engineered Yarns & Sustainability

SEVIER, USA:
Personal Protection & Automotive

BURSA, TURKEY:
Sports Composites, Energy & Telecoms

YOUR SUSTAINABILITY PARTNER

Sustainability is key to survival – in business and globally. That is why we are proud of our Eco Journey, and of helping our customers deliver their sustainability agenda and targets.

However, sustainability is more than simply meeting targets and achieving goals. It is about changing the way we do business for good. We are on a mission to facilitate the transition to a revolutionary circular economy for the textile industry. To achieve this we have joined forces with the Ellen MacArthur Foundation.

We are proud of Coats EcoVerde, the first globally available 100% recycled line of premium corespun and textured sewing threads. It delivers the same proven level of performance as the industry's leading non-recycled threads, but with a drastically reduced carbon footprint.

We are also developing a wide range of natural fibres made from hemp, Lyocell, soybean protein and more. Coming soon are threads derived from wood pulp sourced from sustainably managed forests; dissolvable thread that makes garment recycling easier; and a recycled polyester thread incorporating an additive which reduces synthetic fibre accumulation in landfills and microfibre pollution in oceans. All these innovations support our contribution to a circular economy and offer superior sewing performance and excellent quality.



ONE HIGH STANDARD THE WORLD OVER

From consistently superior products, to the same superior level of service, we are passionate about being the best, wherever you are in the world.

We may be global, but that does not mean faceless, and we are proud to offer local know-how to our customers. And although we are worldwide, our products are always of the same level of quality – whether ordered in Shenzhen or Stockholm.

SMALL DETAILS BIG PICTURE

We offer more than the individual threads, yarns, zips, trims and composites that make up your products. Our Technical Services Team provides tailor-made solutions for each application. Our Marketing Team collaborates on co-branding initiatives. Our digital tools help to improve your productivity and inspire your creativity.

TECHNICAL SUPPORT

Our Technical Services Team works with you at every stage, from designing the sewn product to manufacturing and consumption. Whether you're the CEO or you work on the factory floor, we're here to help. So not only do you make sure you pick the right thread for the job, we'll help everything run smoothly – maximising productivity, cutting down lead times and helping you get everything right, every time.

CO-MARKETING SUPPORT

This is the age of the consumer. They demand action on sustainability, not greenwash. They expect quality. They want to know the story behind the garments.

That is why our design and marketing team are here to support you with co-branding assets such as hangtags, to help you tell your quality and sustainability story in a compelling way.

DIGITAL SOLUTIONS

COATS DIGITAL

Our technology-based solutions under the Coats Digital brand deliver significant cost and speed improvements and support a truly integrated, transparent and agile supply chain.

COATS ECOMMERCE EXPERIENCE

From the world's fastest, most accurate colour sampling through cost calculator to bulk orders, we provide a complete ecommerce experience.

COATS INSPIRATIONS

From Denim Visualiser through Yarn Synthesiser to 3D Product Selectors for Footwear, Automotive, Telecoms and Energy, Our digital tools provide you with guidance and inspiration.



BRAND TOOLKITS

2021 BRAND PROGRAMME



BRAND MARKETING

- **H1:**
Sustainability Week
Sustainability calendar moments/365 activity
The Circular email nurture programme launch

- **H2:**

- Innovation campaign including Innovation Week & new video
World Climate Summit
Textile Exchange
C2C Cert

1

2

3



PRODUCT MARKETING

- **H1:**
Telecoms CGI product selector tool & CoatsCast
Bedding digital campaign
Signal Lucence and EcoRegen campaign
Activewear - thought leadership blog, new videos and tools
Childrenswear omnichannel campaign

- **H2:**

- Telecoms digital campaign
Partner CoatsCast (Automotive Composites)
Hero Brand Campaign – Helios
Denim Wear Next Series, Denim Visualiser Tool
Kingpins
Footwear campaign
Partner CoatsCast Denim, Signal Lucence
ARM: Nike footwear hub



DIGITAL MARKETING INFRASTRUCTURE

- **H1:**
Marketo/CSX integration
SEO enhancements
Leads process improved
Marketo/webinar integration
Website navigation improvements

- **H2:**

- Marketing lists for email campaigns on CSX introduced
ABM functionality and web personalisation on Marketo launched
New and improved webinar platform introduced
Power BI reporting available
Website navigation and UI revamp kicked off

BRAND IDENTITY



COATS BRAND IDENTITY

- Fonts
- Logo "do and donts"



DIGITAL TOOLKIT

- Email signature
- Teams backdrop
- WEchat QR codes



CUSTOMER PRESENTATION