

COATS

GUIDELINES 1.2



CONNECTING. PIONEERING. TRUSTED.

NOVEMBER 2019

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CMYK (OFFLINE)



RGB (ONLINE)



Minimum size
• 60px (Online)
• 20mm (Offline)

LOGO USAGE



Clear space/
exclusion zone

White key line
≈ cap of 'C'



DO NOT:



Use the old Coats
logo (chain thinner,
different type &
colour)



Distort the logo
in any way



Remove the keyline



Change the colour
of the logo



Add effects
to the logo



Use or alter any
elements of the logo





PRIMARY: FRUTIGER (OFFLINE & ONLINE)

Fruitger Light _____ BODY TEXT

Fruitger Roman _____ BODY TEXT

Fruitger Bold Condensed _____ SOFT HEADER

Fruitger Black Condensed _____ HEADER

SECONDARY: OPEN SANS (WEBSITE ONLY)

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semi-Bold

Open Sans Semi-Bold Italic

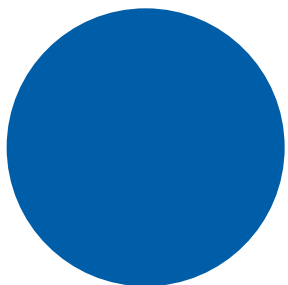
Open Sans Bold

Open sans Bold Italic

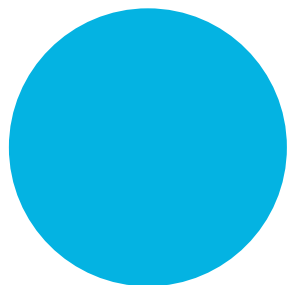




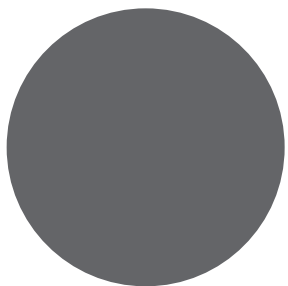
PRIMARY:



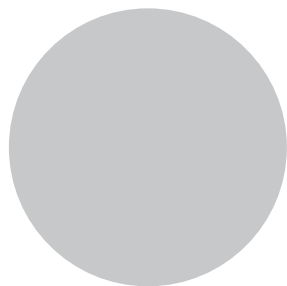
HEX: #005DA9
CMYK: 100, 75, 0, 0
RGB: 0, 93, 169



HEX: #04B2E2
CMYK: 75, 0, 7, 0
RGB: 0, 178, 226



HEX: #231F20
CMYK: 61, 52, 49, 20
RGB: 100, 101, 104



HEX: #231F20
CMYK: 22, 16, 16, 0
RGB: 198, 200, 202

SECONDARY:



HEX: #04B2E2
CMYK: 0, 94, 97, 0
RGB: 239, 49, 37

HEX: #F68026
CMYK: 0, 61, 98, 0
RGB: 246, 128, 38

HEX: #A30133
CMYK: 24, 100, 77, 19
RGB: 163, 1, 51

HEX: #7F3E98
CMYK: 59, 90, 0, 0
RGB: 127, 62, 152

SUB BRANDS (COLOURS ONLY TO BE USED WITH RESPECTIVE SUB BRANDS)



HEX: #E82E31
CMYK: 3, 96, 89, 0
RGB: 232, 46, 49



HEX: #ED1941
CMYK: 0, 100, 75, 0
RGB: 237, 25, 65



HEX: #F4C343
CMYK: 4, 23, 86, 0
RGB: 244, 195, 67

PRODUCTS

Each of Coats' products adopts a different MUM colour – please find a [link >](#) to the MUM's for each respective product to use as secondary colours. These colours should only be used for assets related to that specific product.





APPAREL & FOOTWEAR: LIFESTYLE (APPAREL)

Use of negative space



Natural lifestyle
look – not posing
or staged

Positive – emotion

Use of negative space



Natural lifestyle
look – not posing
or staged

Positive – bright
colours



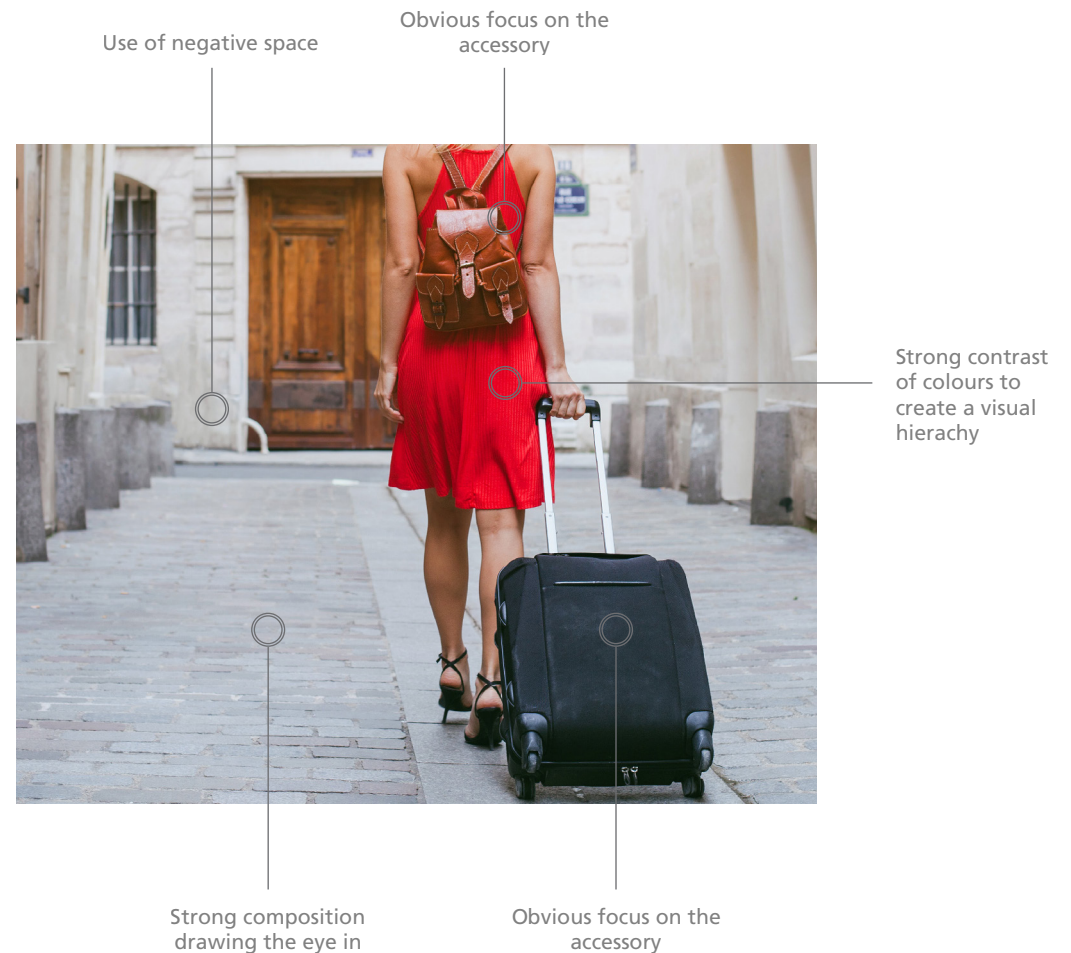


APPAREL & FOOTWEAR: LIFESTYLE (FOOTWEAR)



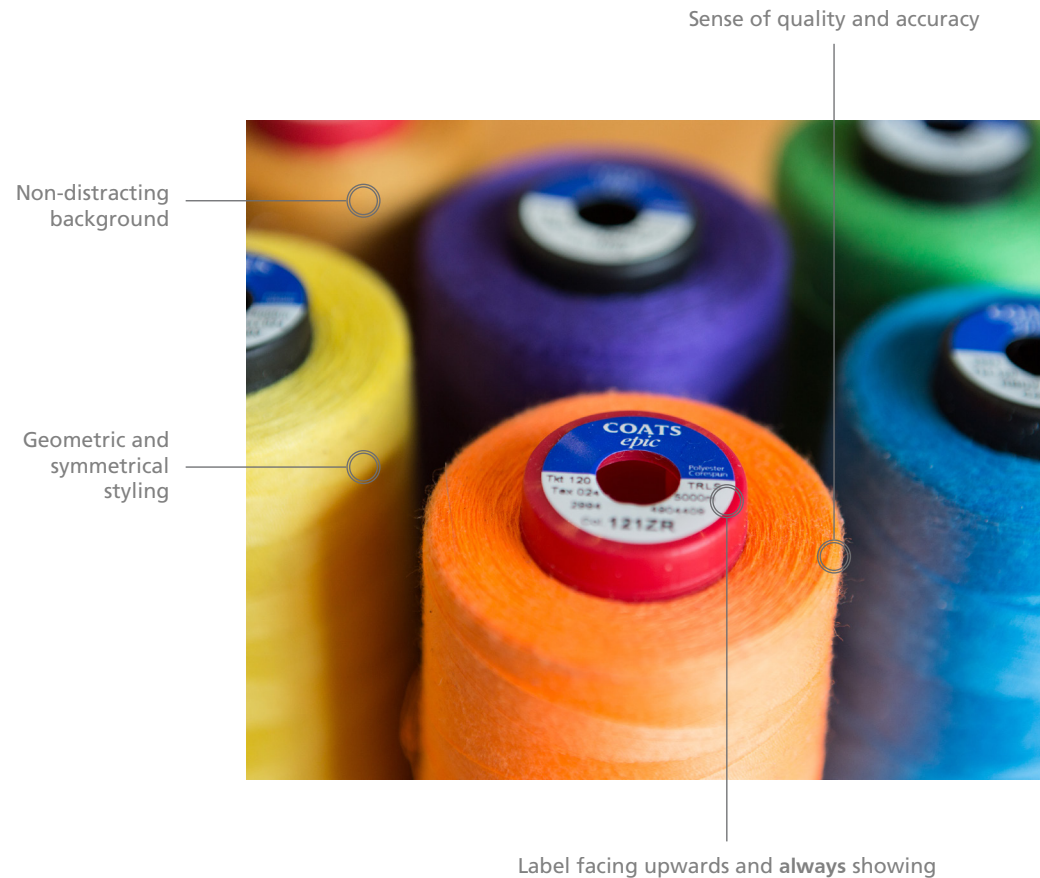


APPAREL & FOOTWEAR: LIFESTYLE (ACCESSORIES)





APPAREL & FOOTWEAR: PRODUCT SHOTS





PERFORMANCE MATERIAL: END USE PRODUCT (PERSONAL PROTECTION/WORKWEAR)





PERFORMANCE MATERIAL: END USE PRODUCT (TELECOMMS)

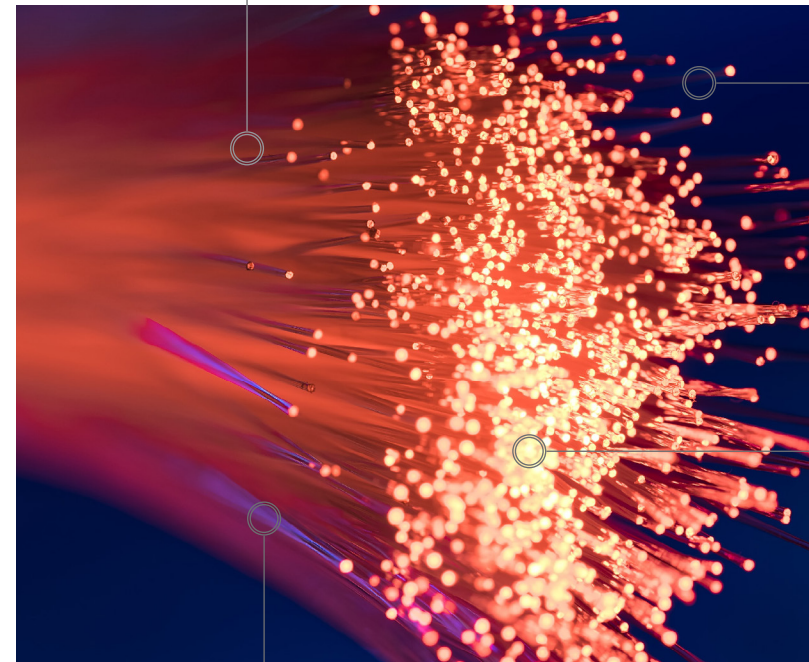
Neutral background –
allows cables to stand out

Sense of motion – engaging



Interesting composition to draw in
the observer to the focal point

Use of blur to further
enhance the focal point



Strong contrast
of colours to
create a visual
hierarchy

Abstract style wire
imagery to create
an impression of
innovation and
creativity

Bright colours creating engagement



PERFORMANCE MATERIAL: END USE PRODUCT (ENERGY/OIL & GAS)

Bright colours
to engage the
observer



Engaging composition leading the
eye to the key focal point

Positive bright scenery

Colourful – engaging

Sense of quality and accuracy



Dynamic, interesting composition
to engage observer





PERFORMANCE MATERIAL: END USE PRODUCT (TRANSPORT)

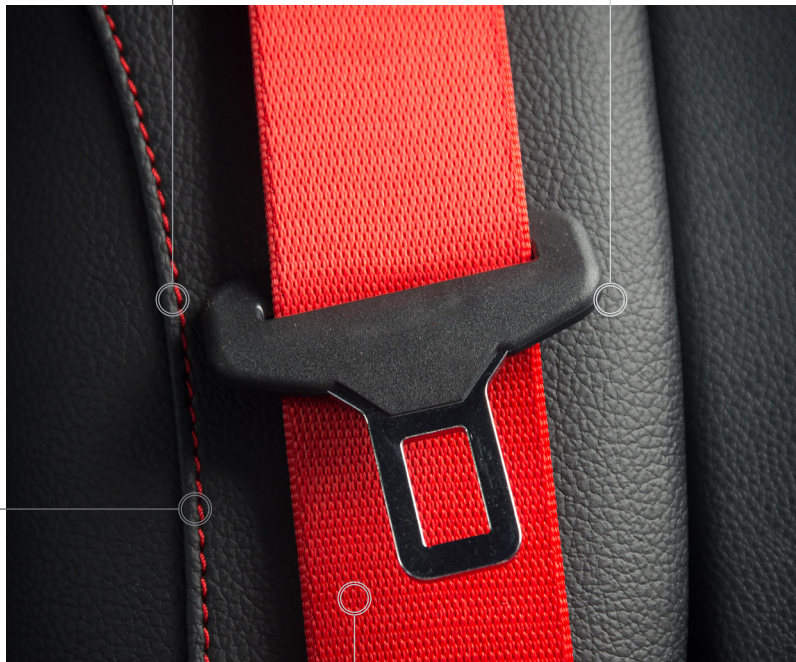
End use product

Clean imagery style –
no clutter

Realsim – avoid CGI, superimposed,
conceptual or retouched imagery

Clean imagery style

Close up detail
of Coats' product
in use



Bright colours



End use product

End product main
focal point





PERFORMANCE MATERIAL: END USE PRODUCT (HOUSEHOLD & RECREATION)

Clean, modern interior



Bright, positive colours

Minimal clutter

Close up on focal point of image



Clean imagery style

Simplicity – less is more





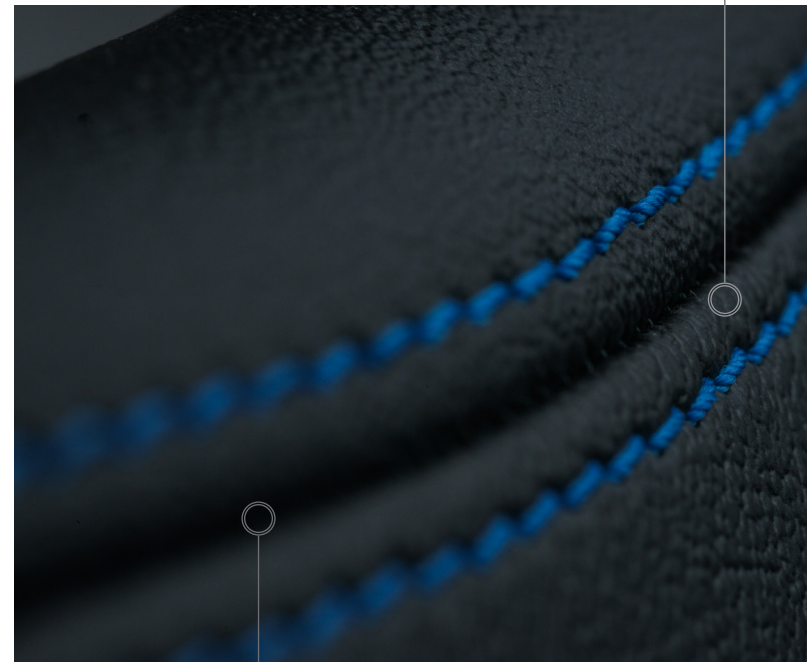
PERFORMANCE MATERIAL: END USE PRODUCT SHOTS

Clear focus on product labelling



Strong composition with neutral background

Showcasing Coats thread



End use product





CORPORATE STRATEGY: 5 PILLARS: SUSTAINABILITY



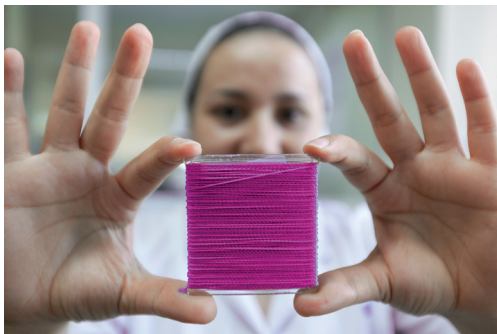
'Water' hero image



'Energy' hero image



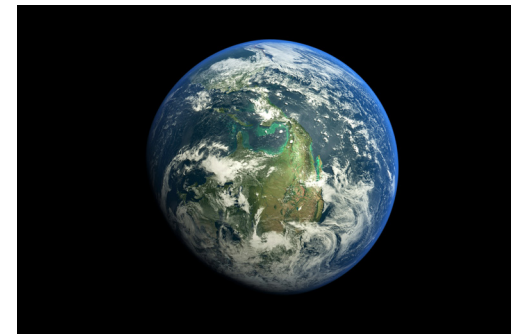
'Effluent & Emissions' hero image



'Social' hero image



'Living Sustainably' hero image



'Globe' supporting image

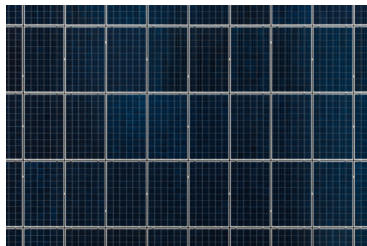
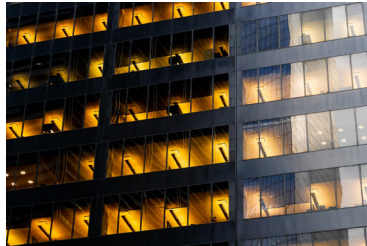




CORPORATE STRATEGY: 5 PILLARS: SUSTAINABILITY: SUPPORTING IMAGERY STYLE



Clean water imagery, interesting composition, close ups if necessary, avoid ice bergs and fish.



Use of sustainable energy images, denotations of energy such as light, geomtric composition.



Infrastructure type imagery, geometric shapes and structures, close up detail, industrial look.



Natural look with people, bright colours, sense of community and emotion, architecture.



Same natural lifestyle look, Obvious use of green, Strong composition with neutral background.



INNOVATION

- Dynamic, interesting composition.
- Subject matter implies a sense of innovation (cars, performance footwear, manufacturing, smart materials).
- Sleek style of product imagery suggests a sense of quality and innovation.
- High contrast and/or bright colours communicates an innovative feel.





MAIN OPENING/CLOSING STING



SECONDARY OPENING/CLOSING STING





LINE STYLE / CLEAN / COLOUR DEPENDANT ON WHERE THE ICON IS BEING USED
ICON MUST BE EASILY IDENTIFIABLE & UNDERSTOOD BOTH LARGE & SMALL FORMAT.



WHAT IS COATS SIGNAL ACTIVE ILLUMINATION?

Coats is partnering with lighting specialist Osram to introduce an innovative solution for active illumination of garments and accessories which helps to improve visibility and safety of people. This brand-new Coats Signal Active Illumination range consists of:

- A light system
- A power bank
- Pippings for integration into garments and accessories.

WHY CHOOSE?

- State-of-the-art technology powered by OSRAM.
- Product design with flexible light guides.
- Homogeneous illumination for improved visibility & safety.
- Available in a range of colours and configurations.

MAIN USES



WORKWEAR



OUTDOOR APPAREL



OUTDOOR ACCESSORIES



SPORTS AND ACTIVEWEAR



Example of Icons used on a brochure.
The Icon's colour matches the product's colour of that asset.



SUSTAINABILITY ICONS

WATER



ENERGY



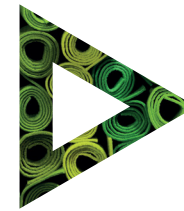
EFFLUENT & EMISSIONS



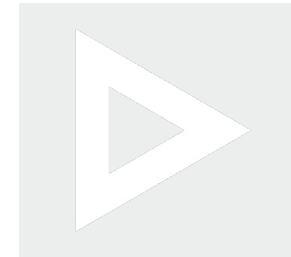
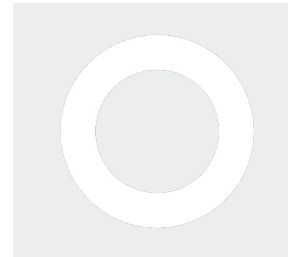
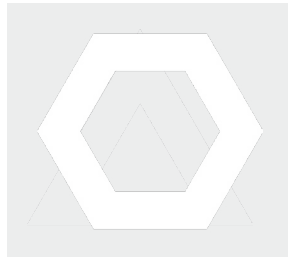
SOCIAL



LIVING SUSTAINABLY



Only use these icons when on a neutral contrasting background. Never use on top of another image.



Use these icons on top of photography to create high contrast. (Images inline with sustainability imagery guidelines)



DISTINCTIVE MEMORY STRUCTURE



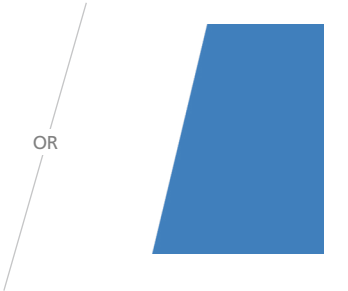
Coats logo



Coats blue



Coats "cut"



75% opactiy blue at 75°. Used on print ads and banners. Must be aligned to a hard edge (can be flipped)

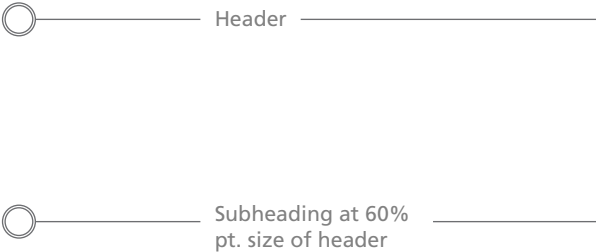
BORROWED MEMORY STRUCTURE



Image | [Frontify](#) >

**LASER FADING
TECHNOLOGY
ON DENIM**
SUBHEADING

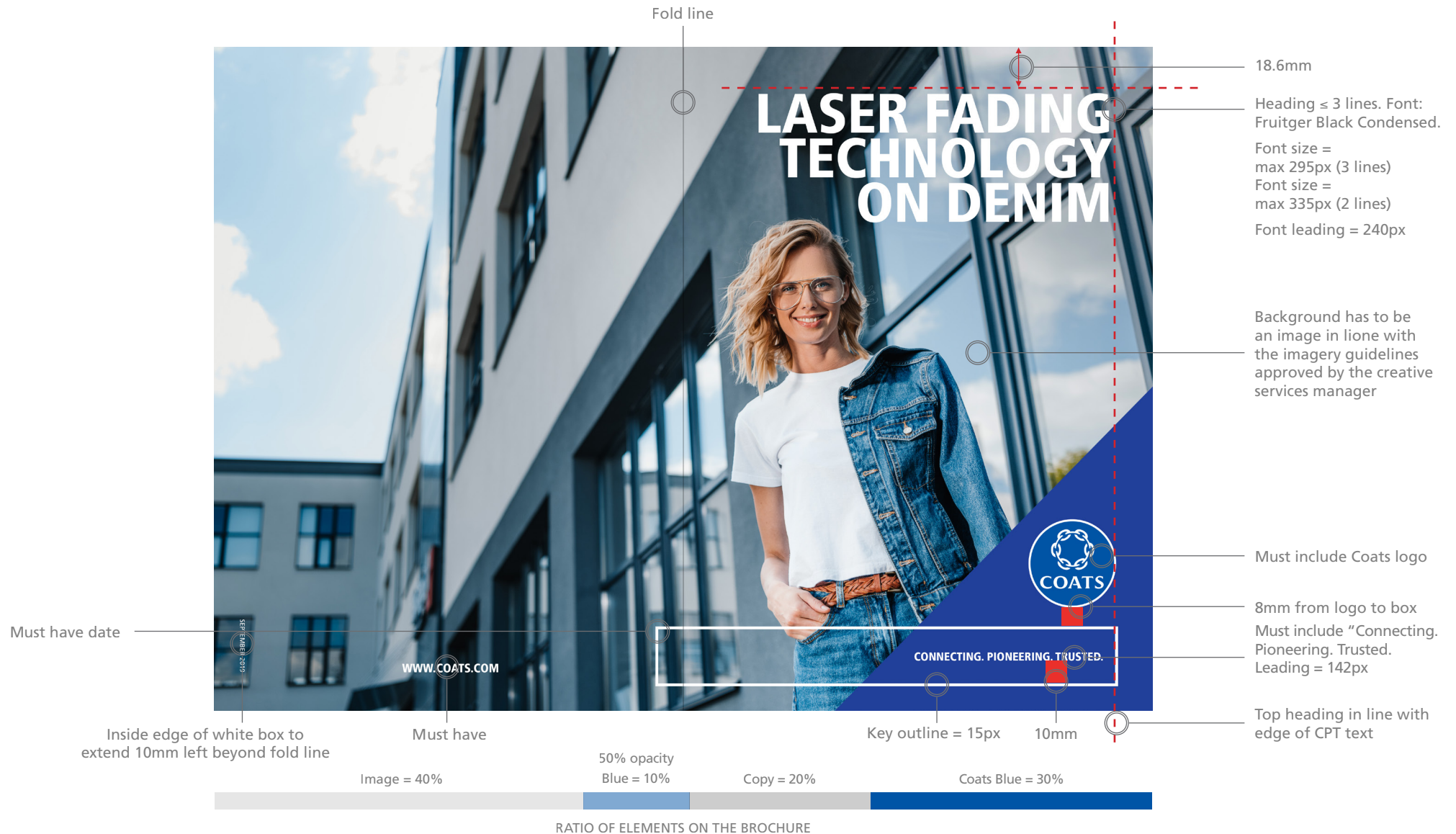
Title (Coats blue or white depending on background)



Frutiger Black Condensed



/ LOOK & FEEL: BROCHURES



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/ LOOK & FEEL: BROCHURES (INNER PAGE EXAMPLE)



Strong image relating to the product on one page of the spread

Minimum 19mm gap between sections

Fold line

Frutiger black condensed. 22pt

Frutiger black condensed. 11pt. 25% opacity

12mm

MUM product label sometimes required – align to top left or right depending on what page

24mm

Body text: Frutiger roman. 10pt. 15pt leading

Important information can be organised differently – using Frutiger bold 10pt.

Must include Coats logo

Text should be no smaller than 6pt in a table.

12mm minimum

THREAD PERFORMANCE BASED ON LASER INTENSITY & DWELL TIME

COATS® TRE CERCHI™

Coats Tre Cerchi is made with excellent quality long-staple cotton fibre and is perfect for sewing beautiful, lustrous seams on a wide range of products. Ideal for achieving the natural look of a cotton thread.

As Tre Cerchi is a mercerised cotton sewing thread, it takes up the dye consistently giving the best colour result every time. We supply Tre Cerchi in a selected range of colours for general sewing and unbleached for garment dye end-use.

Tre Cerchi delivers the best performance in terms of seam appearance and hand feel when using laser fading technology on denim garments. However 100% cotton threads can not always deliver the best solution when considering denim sewing and washing operations in stretch fabrics due to cotton's low strength and elongation properties.

3 KEY TAKEAWAYS

- Best laser durability in terms of colour change and burning.
- Very good seam appearance and hand feel.
- Low strength and low elongation in stretch fabrics.

Brand: Tre Cerchi (Unwashed)	Short Dwell Time (MET 300)		Medium Dwell Time (MET 400)		Long Dwell Time (MET 600)	
	LASER ONLY	LASER + BLEACH & STONE	LASER ONLY	LASER + BLEACH & STONE	LASER ONLY	LASER + BLEACH & STONE
LOW DENSITY (DPI 32)						
MID DENSITY (DPI 40)						
HIGH DENSITY (DPI 50)						

Image = 40%

50% opacity
Blue = 10%

Copy = 20%

Coats Blue = 30%

RATIO OF ELEMENTS ON THE BROCHURE



/ LOOK & FEEL: PRINT ADVERTS



Title must be aligned to a corner of the design. Main heading must be Frutiger black condensed

Any icons used must be in line with our icon guidelines or in exceptions approved by the creative services manager

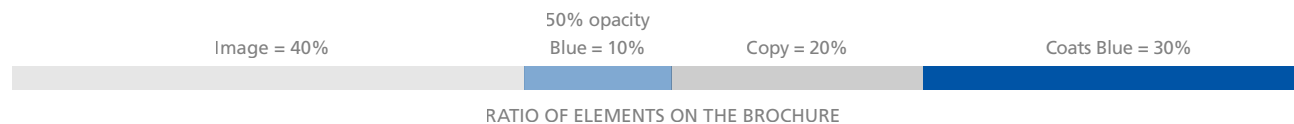
Any CTA text must be coloured Coats blue on top of the white slice

Adverts must have a call to action – for example, a QR code or web address

Must include an image in line with our image guidelines approved by creative and brand

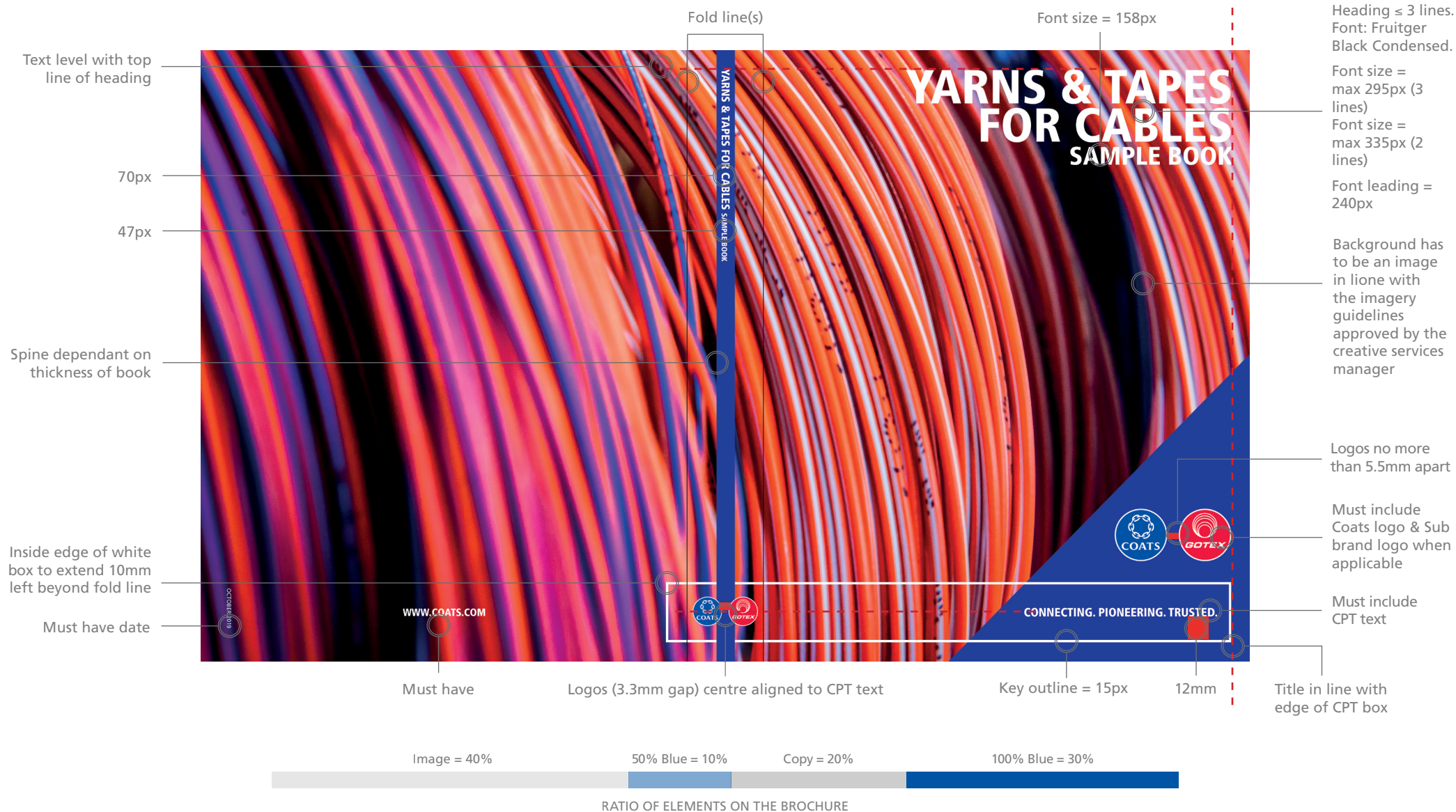
Must include Coats logo

Must include "CPT" copy and box



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/ LOOK & FEEL: SHADE CARDS & SAMPLE BOOKS



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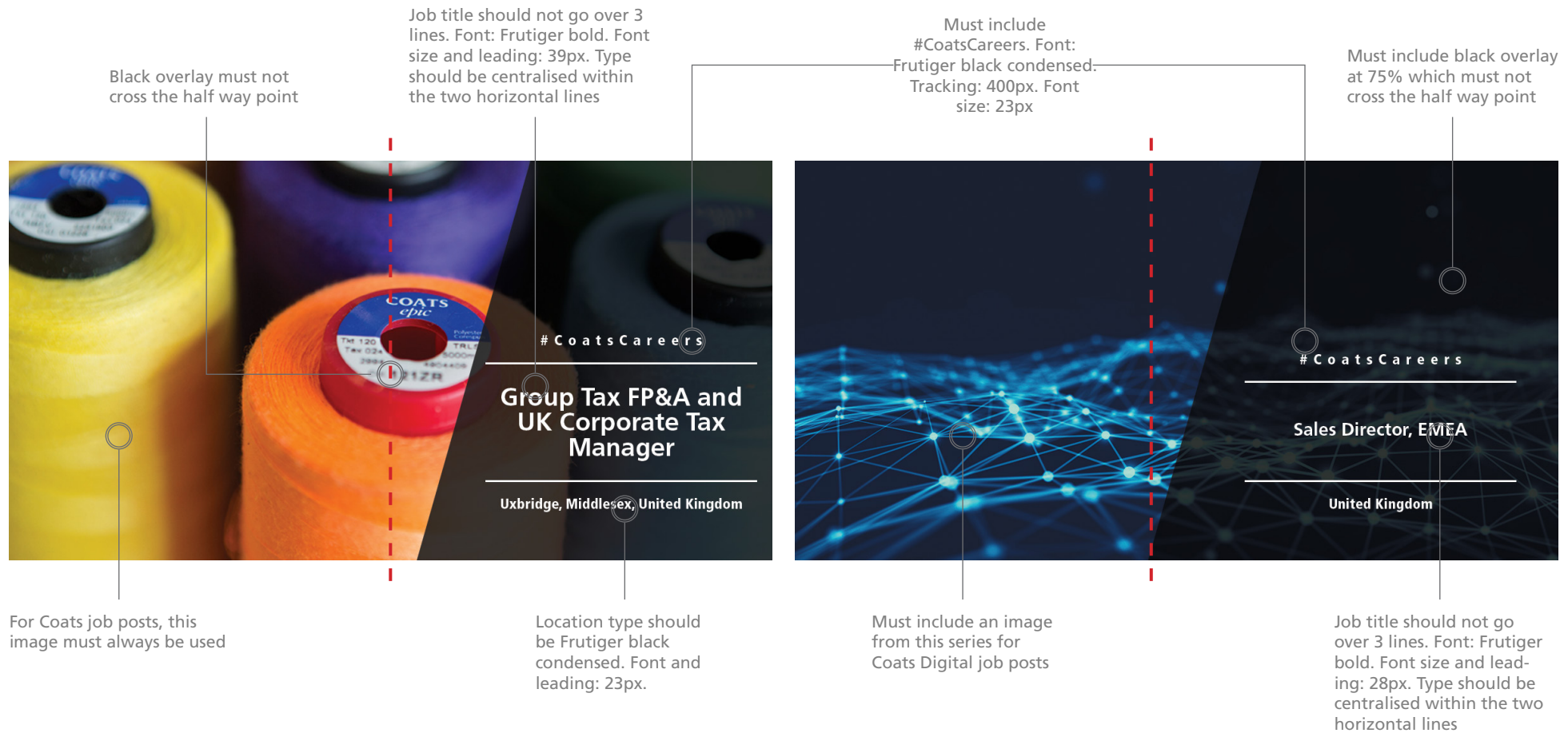
SOCIAL MEDIA GUIDELINES



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/ LOOK & FEEL: JOB POSTS



/ LOOK & FEEL: IMAGE POSTS



Font: Frutiger black condensed, 70px with 62px leading. Text should be 60px from the frame edge aligned to the top left

Imagery should be in-line with our global tone of voice



70px clear space

Must include the Coats cut in-line with our global look and feel with same spacing and rules.

70px clear space

Image = 65%

Copy = 25%

Coats Blue = 10%

RATIO OF ELEMENTS ON THE POST



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Must include the secondary Coats cut at 75%

Font: Frutiger black condensed, must be capitalised with a font size of 50px with 46px leading. Must be 15px from the edge of the white rectangle

**THIS IS WHERE
COPY SHOULD SIT
IN THIS POST. SED
UT PERSPICIATIS
UNDE OMNIS ISTE
NATUS VOLUP.**

Image must be in line with our global imagery guidelines.

Cut to finish at 550px from left edge

White rectangle to be no closer to the right edge than 210px

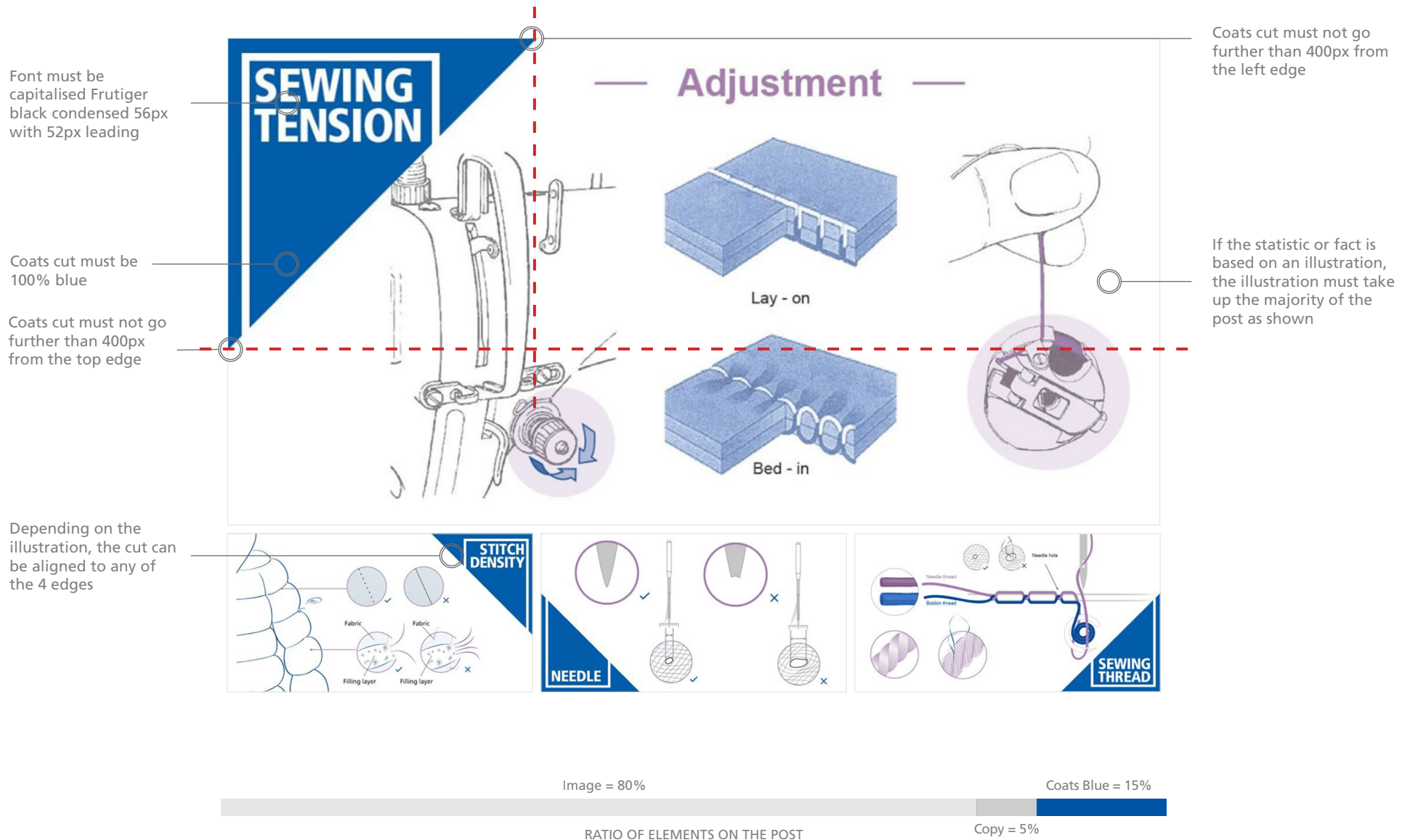
Image = 45%

Copy = 20%

Coats Blue = 35%

RATIO OF ELEMENTS ON THE POST





/ LOOK & FEEL: STAT/FACT POSTS 2



Font must be capitalised Frutiger black condensed 56px with 52px leading

Must include Coats cut at 100%

Coats cut must not go further than 460px from the top edge

White rectangle must be equally spaced from all edges (17px)

EXAMPLE
TITLE GOES
HERE LOREM
IPSUM SIT

317px from left edge

THIS IS AN
EXAMPLE
OF AN ANNOTATION
40%
DOLLER SIT AMET

Coats cut must not go further than 460px from the left edge

Fact/statistic copy should be justified aligned with the maximum point size for words to fit on each line without being too congested. this is determined by the designer.

Image = 75%

Copy = 10%

Coats Blue = 25%

RATIO OF ELEMENTS ON THE POST



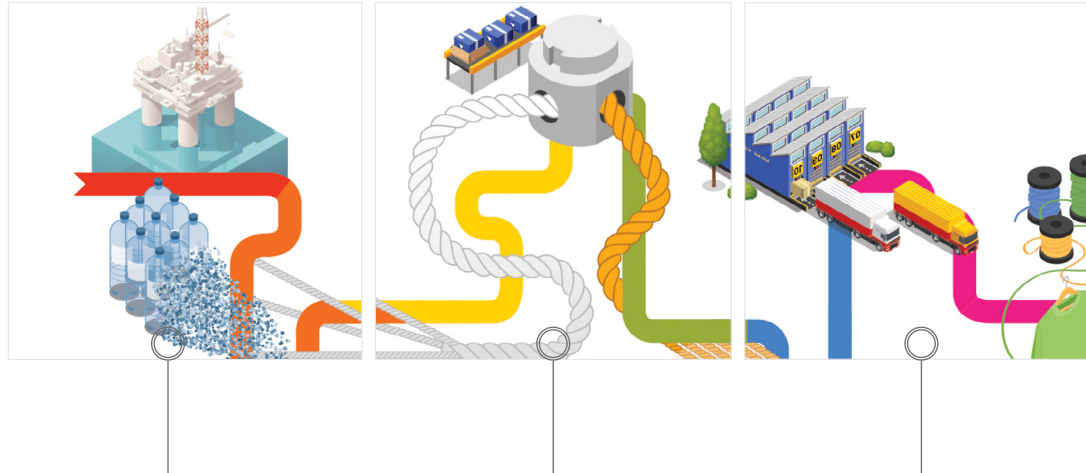
CONNECTING | PIONEERING | TRUSTED



Use this video sting at the END
of the video social asset only
(no longer than 4 seconds)



/ LOOK & FEEL: CAROUSEL



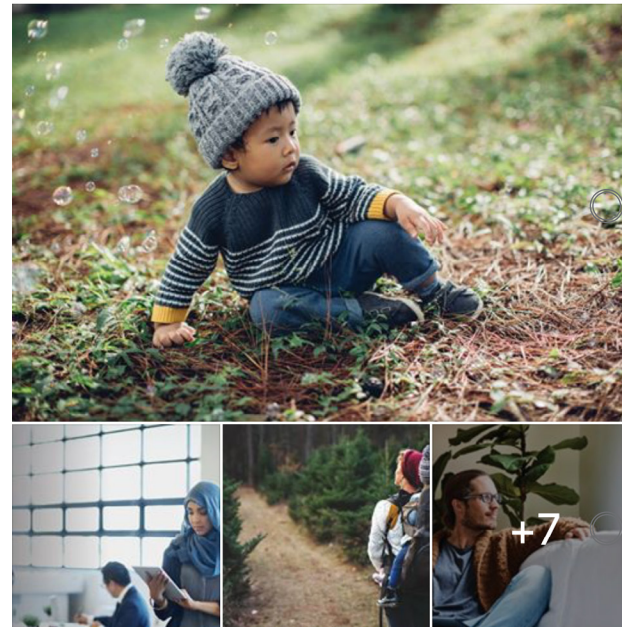
Carousel imagery that links together is bespokely created to be a continuation from the last as shown



Coats

February 26 · 🌐

The EcoVerde range - 100% recycled, 100% revolutionary, 100% right.
Are you ready to take your brand to the next level of sustainability?
<http://bit.ly/EcoVerdeRange>



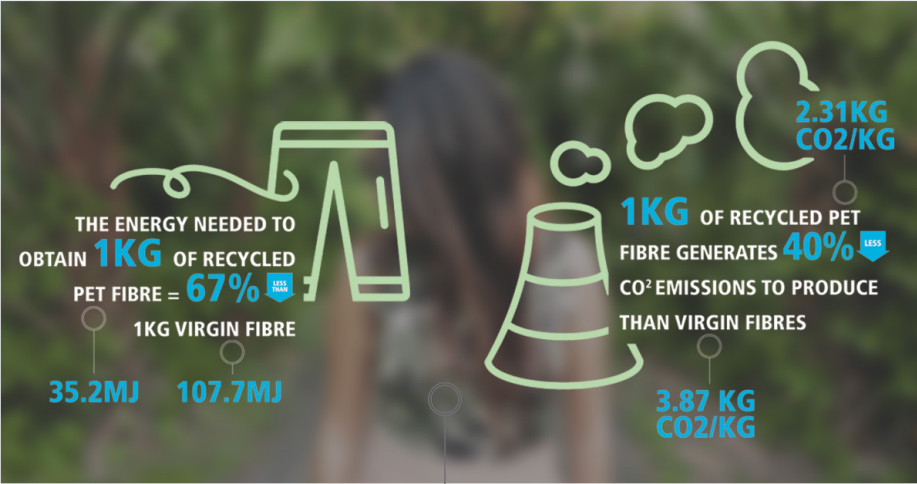
Carousel imagery does not require any Coats branding on top, other than it must be in line with our global look and feel and be supported with copy

Image = 100%

RATIO OF ELEMENTS ON THE POST



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Standard infographic style to be centralised on the page with a supporting blurred background image that allows the infographic to shine through.



Bespoke infographics should take up the whole post

Image = 100%

RATIO OF ELEMENTS ON THE POST





Copy should be justified aligned with the maximum point size for words to fit on each line without being too congested. this is determined by the designer.

75px clear space around the copy from the edges

THIS IS WHERE
COPY SHOULD
SIT IN THIS
POST. SED UT
PERSPICIATIS
UNDE OMNIS
ISTE NATUS VOLUP.
ATEMVO

Copy zone should be 360px x 460px

Coats cut to be no more than 612px from the left edge

Image = 50%

Copy = 10%

20Coats Blue = 30%

RATIO OF ELEMENTS ON THE POST



/ LOOK & FEEL: SUSTAINABILITY SOCIAL POSTS



Sustainability social post style 1

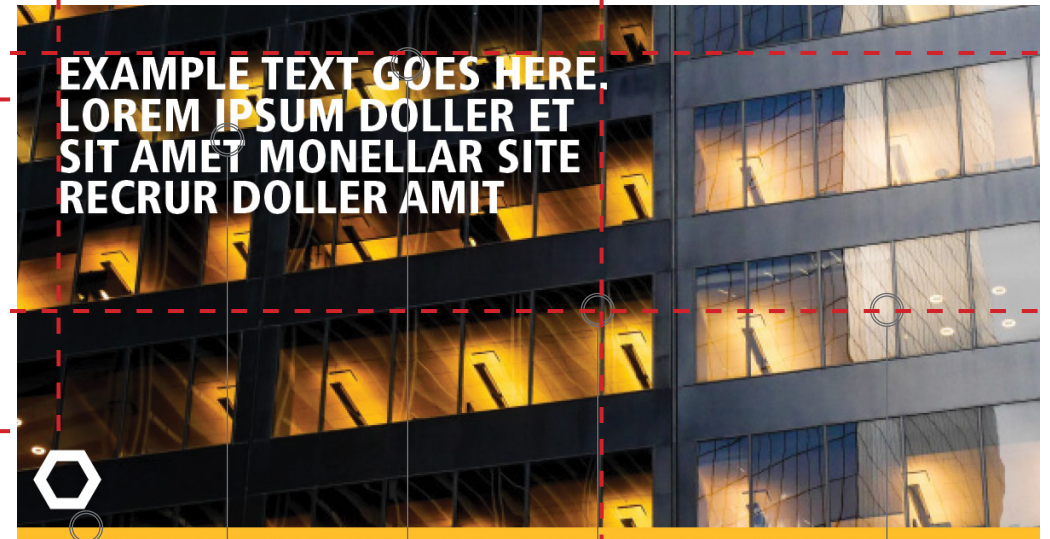


375px from left edge

Coloured line to be the same colour as the respective pillar at 16px height

113px from the top of the yellow line and same front the top of the icon to the top of the frame edge

Sustainability social post style 2



Icon at 10% size

Copy to be Frutiger black condensed capitalised at 54px at 48px leading

60px spacing around the edge of the copy from all edges

Copy to not exceed beyond 690px from the left edge

Copy to not exceed beyond 240px from the bottom edge

Image = 100%

RATIO OF ELEMENTS ON THE POST



CONNECTING | PIONEERING | TRUSTED

/ LOOK & FEEL: EVENT SOCIAL POSTS



45px clear space from the logo and copy content to the edge of the frame

Event logo to be aligned to top left

Always include "Join us at" text (Frutiger light condensed, 34px)

Title to be Frutiger black condensed with 52px with 52px leading

Location icon at 27px height in line with the left edge of title copy

Location icon at 30px height in line with the left edge of title copy

Must include the Coats cut in-line with our global look and feel with same spacing and rules.

50% black fade to be placed aligned to the left edge of the post

Font should be Frutiger Roman, 23px with 26px leading. Important information like booth number should be frutiger bold

Copy to not exceed 57px from bottom line to the top of the white rectangle

70px clear space

Image = 70%

Copy = 10%

Coats Blue = 20%

LOREM IPSUM

JOIN US AT

THE NEW AUTOMTOIVE EXPO 2021

1st – 2nd January 2021

Example convention centre, Location Booth no: **00123**

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RULES

- Do not duplicate information in the asset and copy. Key message should either go in the copy OR the asset – NOT both.
- Copy should be straight to the point, engaging and concise.
- We should think about the consumers' experience through the copy, asset and link – prioritise what they feel is important and what information they would see as vital.
- The tone of voice for copy will change dependant on the social channel. LinkedIn should be formal copy, whereas channels like instagram can be more informal



Copy and asset must work hand in hand and tell a unified story

✓ Good example of formal copy goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

✗ Good example of formal copy goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

✓ Good example of formal copy goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

✗ Good example of formal copy goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod





JOB POSTS

- Always use the thread image for job posts which do not fall under Coats digital.
- Always use one of the blue digital themed images for Coats digital job posts



For all Coats job posts



For Coats digital job posts, one of the following images should be used





IMAGE POSTS, STAT/FACT AND CASE STUDY POSTS

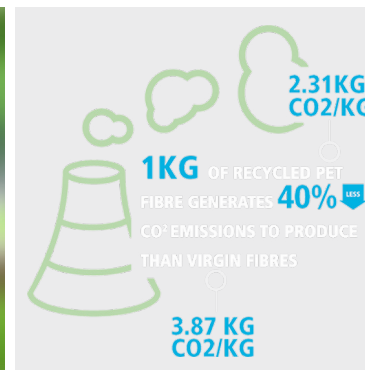
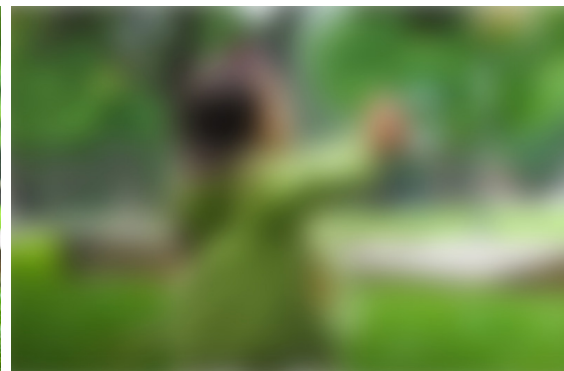
- Generic supporting image posts should follow the same global imagery guidelines;
- Use of negative space
- Natural lifestyle look – not posing or staged
- Positive – bright colours
- Close up focal point (where applicable)
- Dynamic, interesting composition to engage the observer and draw in the eye
- For **stat/fact** and **case study** posts, imagery should align with what the **stat/fact/case study** is about in line with our global imagery guidelines.





INFOGRAPHIC AND CAROUSEL

- For infographic social posts, the background image should be blurred with a gaussian blue at 20px so that the infographic can be overlayed on top.
- The choice of image should be determined by the nature of the infographic. If it is regarding EcoVerde, an EcoVerde image should be selected. If it is an infographic regarding sustainability, an image from the sustainability series would be appropriate. This applied only to the standard Coats infographic style as seen on the right
- Where more bespoke infographics are used, a plain white background should be applied with no other imagery to let the infographic shine through.
- For carousel imagery, images in the series must all have the same look and feel in terms of tone of voice. This can be done through colour grading, subject matter and composition



Images in a carousel must tell a unified story and be linked to each other. Images cannot be too drastically distinctive from one another on the basis of colour, subject matter or composition.



SUSTAINABILITY SOCIAL POST STYLE 1



'Water' hero image



'Energy' hero image



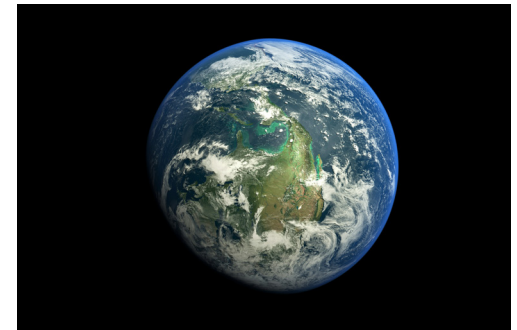
'Effluent & Emissions' hero image



'Social' hero image



'Living Sustainably' hero image

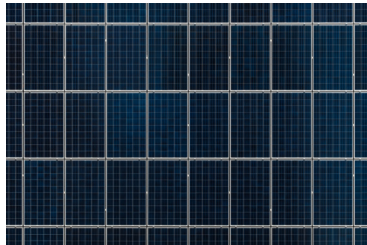
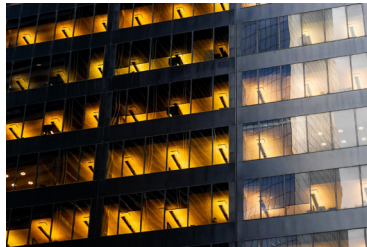
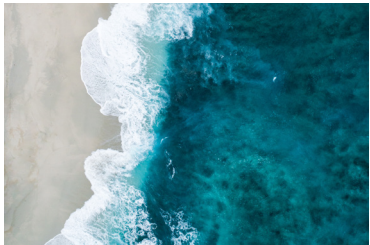


'Globe' supporting image





SUSTAINABILITY SOCIAL POST STYLE 2



Clean water imagery, interesting composition, close ups if necessary, avoid ice bergs and fish.

Use of sustainable energy images, denotations of energy such as light, geometric composition.



Infrastructure type imagery, geometric shapes and structures, close up detail, industrial look.



Natural look with people, bright colours, sense of community and emotion, architecture.



Same natural lifestyle look, Obvious use of green, Strong composition with neutral background.



EVENT SOCIAL POSTS

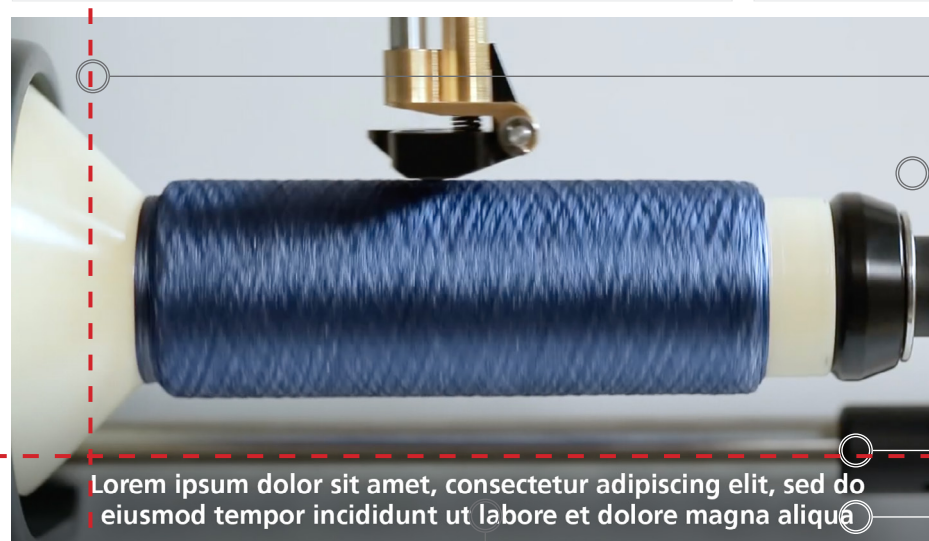
- Images for event posts should align with the agenda of the event – in-line with our global imagery guidelines.
- If the event is about automotive and smart materials – and appropriate image of a car or manufacturing process can be show.
- If the image is focussed on leather – an appropriate image of an end use image showcasing leather can be shown





GUIDELINES

- Always use the standard Coats sting only at the END of a video. No longer than 4 seconds.
- Video subtitles should only be applied where supporting copy is deemed necessary for the understanding of the video where visuals alone do not serve enough to clearly communicate the information.
- Videos used on social should not be any longer than 3 minutes



Always leave at least 100px clear space between copy and edge of video frame

Main footage should be the focal point of the video

Subtitles must sit within 15% of the frame height

Must never go over 2 lines

Subtitle styling: font: Frutiger bold. Font size: 45px, leading: 52px for a standard 1920x1080 frame. Type should always be white with a drop shadow applied to it with values of: opacity [75%] distance [0] spread [0] size [50].





LOGO USAGE

- The logo should only be used when using the blue Coats cut with "connected pioneering trusted" text
- Otherwise, the logo should not be used in social posts.
- The only other logos that should be used on social posts are the following: Osram, PY, Pharr, Coats Digital, Partnerships
- In the case of partnership post; you should always lead with the Coats logo

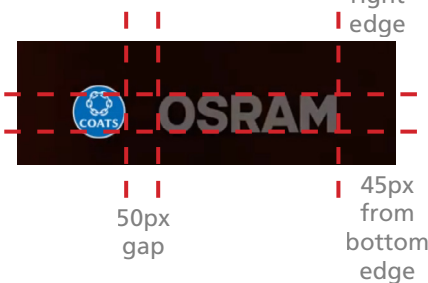
RGB (ONLINE)



Minimum size:
60px (Online)



Partner logo should be centre aligned with the Coats logo



In event posts, the event logo should always be used here. The partner logo should be the same proportionate size as the Coats logo

Only use the Coats logo when using this design element



In video posts, where needed, always lead with the coats logo, and then the partner logo on the right



/ DIMENSIONS



JOB POSTS

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the Epic label is still showing



/ DIMENSIONS



IMAGE POSTS V1

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the main focal point of the image (in this case the model and face) is still showing



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IMAGE POSTS V2

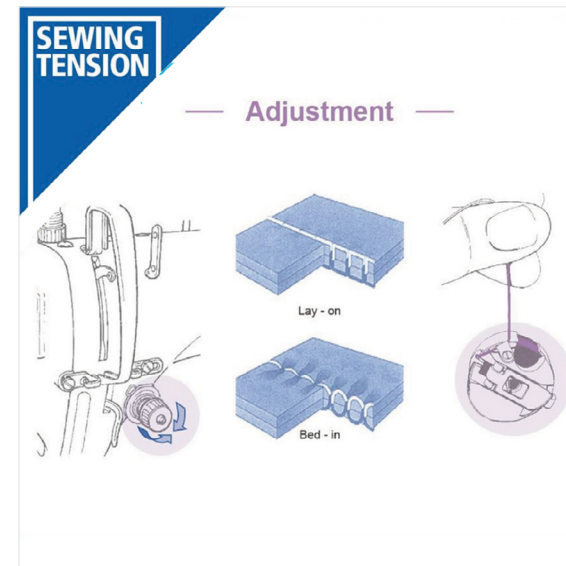
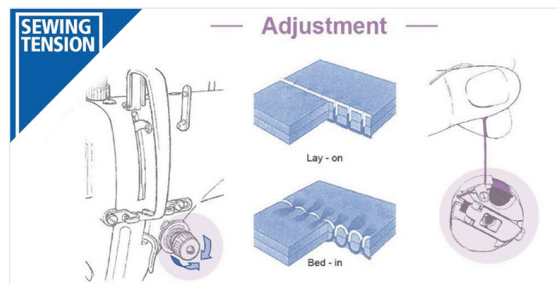
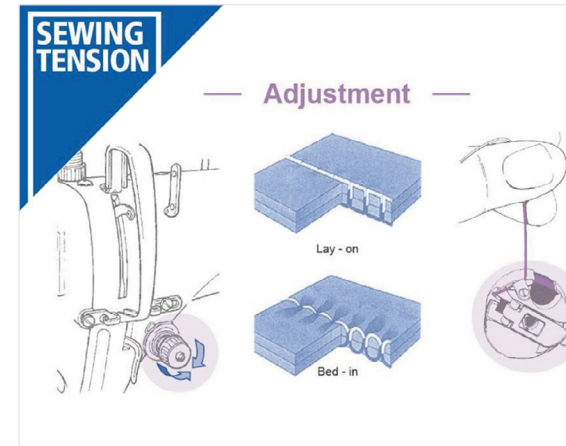
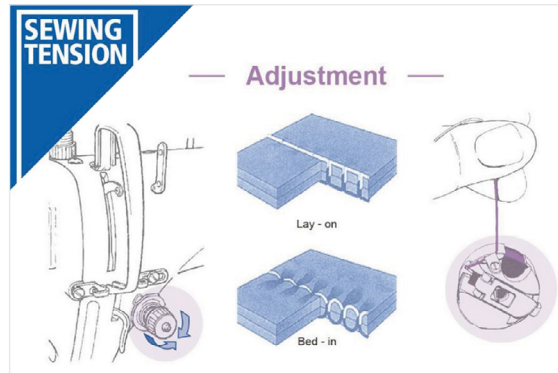
- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the main focal point of the image (in this case the sole of the shoe) is still showing





STAT/FACT

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the main focal point of the image (in this case the whole illustration) is still showing



/ DIMENSIONS

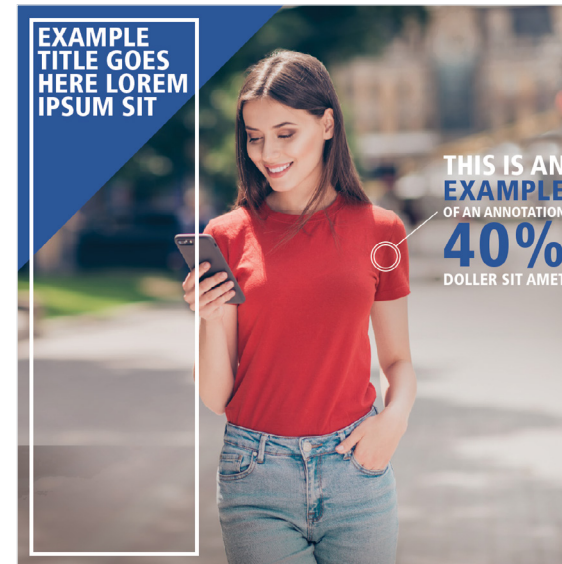


STAT/FACT 2

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the main focal point of the image (in this case the model) is still showing



In the Twitter social post, the white rectangle bleeds off the bottom edge



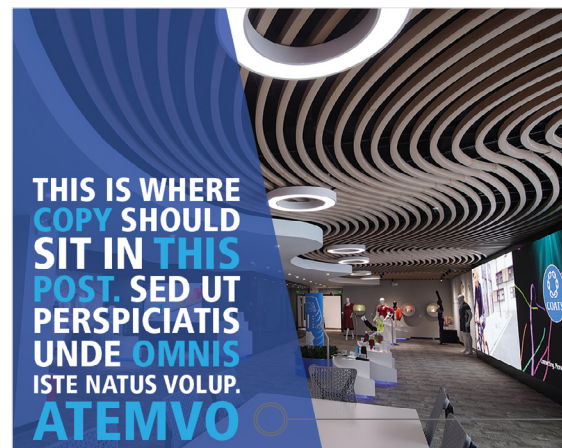


CASE STUDY

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the composition is still strong



Text should be centralised within the blue cut with 40px spacing from all edges



In the Facebook and Instagram template, the text should be aligned to the bottom left with 30px spacing from the edge

/ DIMENSIONS



EVENT POSTS

- LinkedIn: 1104px x 736px
- Facebook: 1000px x 800px
- Twitter: 800px x 400px
- Instagram: 1080px x 1080px
- The crop of the image must be adjusted so the main focal point of the image (in this case the whole illustration) is still showing





Must include Coats logo

Depending on the context of the email; can include "NEW" element

Must include main email title: Maximum two lines. Font size = 30px. Leading = 34px

Always include main CTA: Frutiger black condensed: 30px. Colour = #f0ff00

Must always include social footer with CPT text



600px wide

Must include main header title: Maximum two lines. Font size and leading can be manipulated to fit in the title but the font size must not go below 16px

Main image goes here

Body copy: Frutiger bold condensed: 14pt with 15pt leading. Maximum 4 sentences

Secondary image/ infographic must fit in with the boundaries of the template

20px clear space around content on both sides





Must include Coats logo



**THE CUT PROTECTION MARKET
JUST CHANGED FOREVER**

Must include main header title: Maximum two lines. Font size and leading can be manipulated to fit in the title but the font size must not go below 16px



Main image goes here

Must include main email title: Maximum two lines. Font size = 30px. Leading = 34px

**LAUNCHING COATS ARMOREN:
GAME-CHANGING SOLUTIONS FOR HAND**

The Coats Armoren engineered yarns range is a game-changer. Work faster, safer and more comfortably than ever that allows you to grow your business.

Gloves made with Coats Armoren engineered yarns combine ultralight comfort with extreme cut resistance – handing you an advantage in the Cut Protection market.

Body copy: Frutiger bold condensed: 14pt with 15pt leading. Maximum 4 sentences



Secondary image/ infographic must fit in with the boundaries of the template

Always include main CTA: Frutiger black condensed: 30px. Colour = #f0ff00

FIND OUT MORE »

Include secondary image/ infographic here



**HIGH CONTACT
HEAT RESISTANCE**

Standard Armoren aramid blends withstand >250°C flame heat EN 407 contact heat level 2. To achieve even higher contact heat level > 350°C (Level 3), Coats can develop a special request, innovative fabric-based solutions that meet special end user design needs.

Must include main email title 2: Maximum two lines. Font size = 30px. Leading = 34px

Body copy: Frutiger bold condensed: 14pt with 15pt leading. Maximum 3 sentences

Always include secondary CTA: Frutiger black condensed: 30px. Colour = #f0ff00

FIND OUT MORE »

Must always include social footer with CPT text

STAY CONNECTED



CONNECTING. PIONEERING. TRUSTED.

Unsubscribe | Privacy Policy | © Coats Group plc 2020

20px clear space around content on both sides

600px wide



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COATS

PRODUCT ICON GUIDELINES

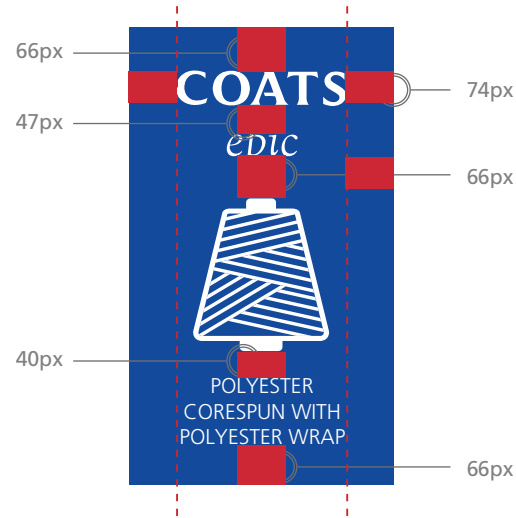


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/ PRODUCT ICON RULES



- Essential Element 1: "COATS" Logotype
- Essential Element 2: Product name in "Goudy Old Style Italic". Font size: 20px
- Essential Element 3: Product icon
- Essential Element 4: Product description in "Frutiger light". Font size: 8px. Leading: 9.6px



25px = minimum clear space from MUM content to the outside edge



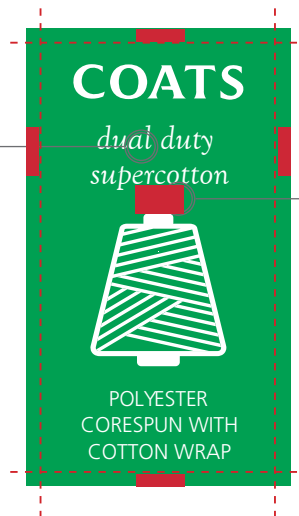
Product description: maximum 4 lines



Colour dependant on the product



Product description minimum font size: 14px to go on one line or two lines maximum while maintaining correct minimum spacing around the outside edge



New spacing when product name goes on two lines: 46px



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COATS

PRODUCT INFORMATION SHEET (PIS) GUIDELINES



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General Rules

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/ GENERAL RULES: INFOGRAPHICS



PRODUCT TYPE INFOGRAPHICS

An infographic is displayed prominently on each product sheet to allow quick identification of the product type.



THREADS



FABRICS



INTERLININGS



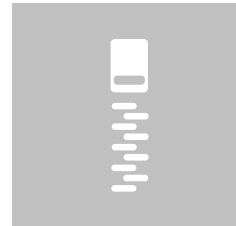
SINGLE TAPES



CONNECT



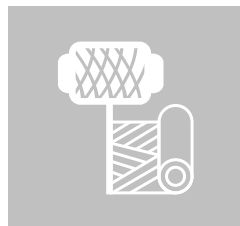
TAPES (W&C) – GUTEX



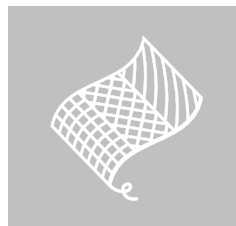
ZIPs



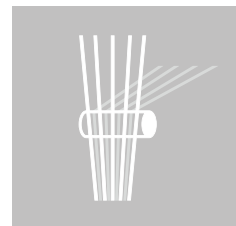
PM YARNS (NO FABRIC)



YARNS FOR FABRIC



COMPOSITES –
LATTICE™



COMPOSITES –
SYNERGEX™



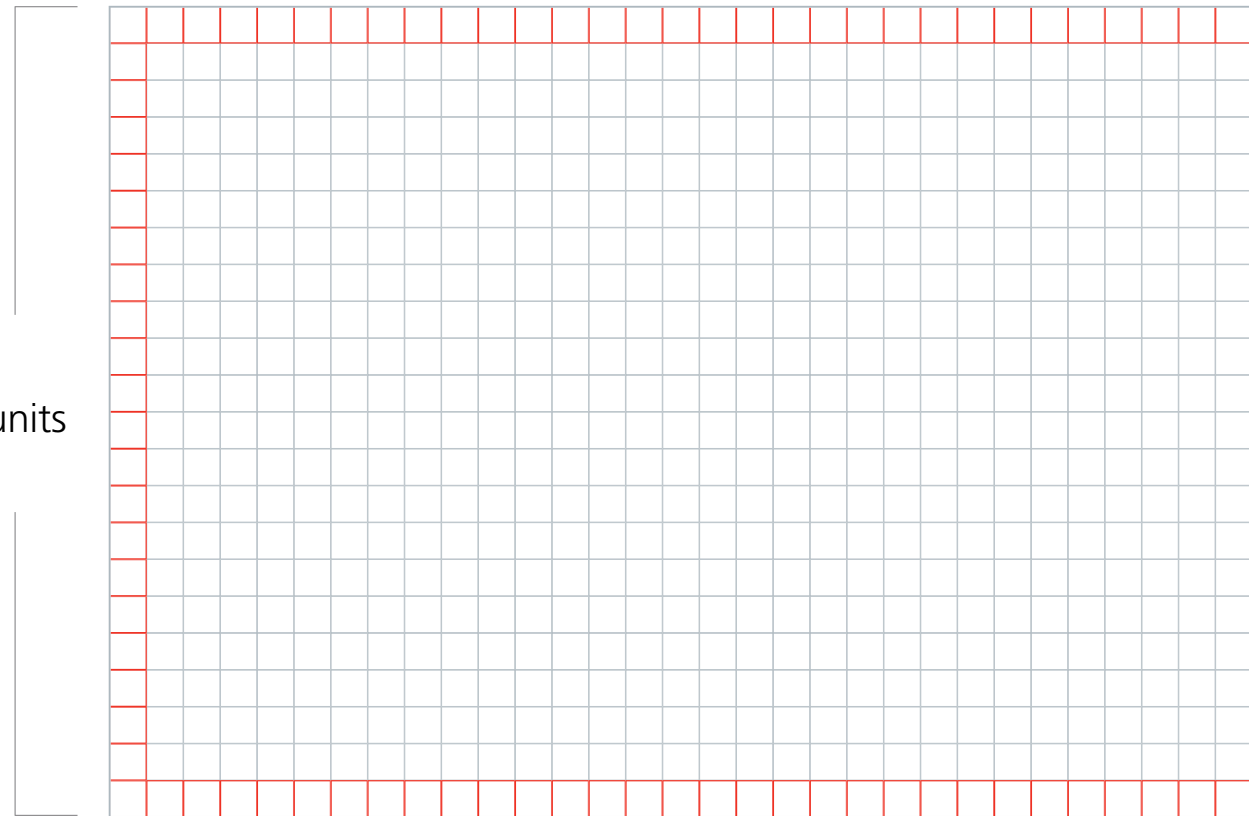
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/ GENERAL RULES: GRID



Underneath visual identity and product sheet template layouts is a simple grid system that provides conformity to the appearance across all communications. For print materials this grid is based on 22 units. Ensure that the grid squares are aligned on at least three sides of the layout.

22 units



A4 landscape



/ GENERAL RULES: FONT COLOURS & SIZES



Title/headline should be white or Coats blue depending on background colour. Font should be Frutiger Light at 38pt. "Coats" must always have ® symbol as 25pt superscript. The product name must always have ™ as 25 pt superscript

Body copy should be white or Coats blue depending on background colour. Font should be Frutiger Light 9pt on 11pt leading.

Sub heading should be all caps and the same family colour as the product. The font should be Frutiger Bold 9pt on 11pt leading.

Bullet point copy should have coats grey bullets and 100% Black text Frutiger Light 9pt on 11pt leading.



Coats® Epic™

Coats Epic thread is a versatile quality polyester corespun sewing thread used by leading brands and manufacturers worldwide. Epic can be used in many different applications and in a wide range of fabrics from delicate silks to robust denims and high tech performance materials; at all times ensuring excellent stitch formation and an attractive seam appearance.

Choosing to use Coats Epic will not only enhance the appearance of sewn products but can greatly improve the productivity and performance of a sewing production line. Finished with a specially formulated lubricant it delivers excellent sewing performance at low tension under the most demanding of conditions.

WHY CHOOSE EPIC?

- Epic is a stronger, more durable, precisely engineered sewing thread whose superior performance results in benefits to customers such as lower repair rates, lower RTMs, lower irregulars and increased productivity
- World-class quality, greater abrasion resistance and perfect colour matching also explain why Epic is the thread of choice worldwide
- Suitable for vegan requirements
- The high strength core allows use of finer threads and needles without compromising strength compared to staple spun threads
- Certified to Öko-Tex Standard 100, class I, the most stringent class covering textile items for babies and toddlers
- Meets Coats restricted substance list
- Excellent colour fastness performance level

MAIN USES:

- Fashion apparel
- Blouses and shirts
- Jackets and dress slacks
- Lingerie and swimsuits
- Uniforms and workwear
- Jeanswear
- Various leather articles



COATS epic

www.coats.com

Coats product icon (MUM) always goes here on the first page. Same MUM colours and sizes guidelines apply.

URL should always be "www.coats.com": white, Frutiger bold 9pt.

This bar should be the same colour as the product family colour.

Coats logotype should be the same colour as the product family colour.

Product name in lower case 100% Black Goudy Bold 19.5pt Italic.



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/ GENERAL RULES: BUILDING THE COVER PAGE



Image fills the whole width of the page and should always be between 10–13 squares deep maximum

Base line of body copy sits one square up from the bottom edge of the image

Bar in family colour is 5.4mm deep and sits 1 square in and 1 square down

The cover page layout is defined by a grid. The top section features a large image of a blue jacket. Below the image, the text 'Coats® Epic™' is prominently displayed. To the right of the main text is a blue box containing the 'COATS epic' logo and a spool of thread icon, with the text 'POLYESTER CORESPUN WITH POLYESTER WRAP' below it. The bottom section is divided into two columns: 'WHY CHOOSE EPIC?' on the left and 'MAIN USES' on the right. The 'WHY CHOOSE EPIC?' section lists benefits such as durability, performance, and environmental compliance. The 'MAIN USES' section lists applications like fashion apparel, uniforms, and jeanswear. A blue bar at the bottom contains the website 'www.coats.com' on the left and the 'COATS epic' logo on the right. A small circular inset image shows a close-up of the thread's texture.

WHY CHOOSE EPIC?

- Epic is a stronger, more durable, precisely engineered sewing thread whose superior performance results in benefits to customers such as lower repair rates, lower RTMs, lower irregulars and increased productivity
- World-class quality, greater abrasion resistance and perfect colour matching also explain why Epic is the thread of choice worldwide
- The high strength core allows use of finer threads and needles without compromising strength compared to staple spun threads
- Certified to Öko-Tex Standard 100, class I, the most stringent class covering textile items for babies and toddlers
- Meets Coats restricted substance list
- Excellent colour fastness performance level
- Suitable for vegan requirements

MAIN USES

- Fashion apparel
- Blouses and shirts
- Jackets and dress slacks
- Lingerie and swimsuits
- Uniforms and workwear
- Jeanswear
- Various leather articles

COATS epic

COATS

COATS epic

COATS

COATS epic

Logo and MUM align 1 square in from right edge and one square down from the top edge. Logo and MUM size w35mm x h60.5mm

Where 'Main uses' section is short and too much white space is left, sections from the next page can be moved up, or additional product images added to fill the space

Product shot is 35mm wide by 3 grid squares high. For A&F, product image on the cover page should display the cone end wherever possible

COATS logo sits half a square above COATS logo type and product name. COATS logo is 2 squares wide by 2 squares high and is centred with the MUM

Product name sits 1 square up from the bottom edge and one square in from the right edge

'Why choose' section with bullets aligns 3 squares from the left edge

'Main uses' section with bullets aligns 15 squares from the left edge. Can be spread into two columns depending on space and length of content

COATS logo type is half a square in height



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/ GENERAL RULES: BUILDING PAGE 2



Image fills the whole width of the page and is 4 squares deep

X height of charts and MUM align 5 squares down from the top of the page

Product Range align 3 squares from the left edge

Product name align 3 squares from the left edge 1 square up from bottom of image

Charts and product pictures align 15 squares from the left edge

MUM align 1 square in from right and one square down from base of image

PRODUCT RANGE

TEX	Ticket	Strength cN	Elongation % Min - Max	Needle Size Metric
18	180	780	17 - 22	65 - 75
21	150	980	17 - 22	65 - 75
24	120	1190	17 - 22	70 - 90
30	100	1490	17 - 22	75 - 90
40	80	1960	18 - 24	75 - 90
40*	80	1780	18 - 24	75 - 90
50	50	3530	18 - 25	100 - 120
60*	50	3040	18 - 25	100 - 120
80	40	3940	18 - 25	100 - 120
105	30	4790	18 - 25	110 - 130
105	28	5910	18 - 25	110 - 130
120	25	6080	18 - 25	120 - 140
135	20	7150	18 - 25	120 - 140
150	18	8040	18 - 25	130 - 160
180	16	9570	18 - 25	130 - 160
210	12	9800	20 - 25	130 - 160
240	10	14700	20 - 26	160 - 200

* Indicates 3 ply thread.

Standard put-up length for fine sizes of Epic is 5000m; use article code 2994. For long length put-up 10,000m; use article code 2996 in place of 2994. Some markets have alternative standard lengths; use 2993 for 3000m. For coarse sizes (kt 25 and coarser), use 2993 for 3000m and 2910 for 1000m.

THERMAL PROPERTIES

Melts at 250 - 260°C, softens at 220 - 240°C

Shrinkage less than 1% @ 150°C

CHEMICAL PROPERTIES

Mineral acids:	Resistant to most mineral acids
Alkalis:	Essentially unaffected by weak alkalis, but less resistant to stronger alkalis, especially at higher temperatures
Organic solvents:	Generally unaffected, but soluble in some phenolic compounds
Bleaching:	Unaffected
Insects / microorganisms (mildew, rot):	Unaffected
Laundering / dry cleaning:	Unaffected
Moisture regain:	0.4%

FASTNESS PROPERTIES

Washing at 60°C	(ISO 105 C10:2006 C(3))	Grade 4
Water Fastness	(ISO 105 E01:2010)	Grade 4
Rub Fastness	(ISO 105 X12:2001)	Grade 4
Hypochlorite Fastness	(ISO 105 N01:1993)	Grade 4
Dry Cleaning Fastness	(ISO 105 D01:2010)	Grade 4
Perspiration Fastness	(ISO 105 E04:2009)	Grade 4
Artificial Light Fastness	(ISO 105 B02:1994)	Grade 4

POLYESTER
CORESPUN WITH
POLYESTER WRAP

COATS

www.coats.com

COATS epic

Since conditions and applications vary considerably in the use of a product, the customer and/or user should assure themselves that the product meets end customer requirements and is suitable for the intended end use. Coats accepts no liability for unsuitable or improper use or application of products. Information provided is based on current averages and should be taken only as indicative. Coats accepts no liability for the preciseness and correctness of the information provided. Product information sheets are updated for time to time, please be sure you are referring to the most recent publication. Coats supports customers with advice on individual applications on request; if you have any questions or concerns, please contact us. © Copyright reserved 2018

Legals small print sits in a grey box 3 squares from the left and 2 squares from the bottom. This should always appear on page 2.



/ GENERAL RULES: CHARTS



Charts and tables:
Keep compositions uncluttered, by using simple geometric shapes.

Coloured key line:
This should be a 2pt line with the same colour as the product family

Shaded box:
This should be alternate rows in white and then grey. Coats grey 11% black with a 0.5pt keyline in 30% black

PRODUCT RANGE

TEX	Ticket	Strength cN	Elongation % Min - Max	Needle Size Metric
18	180	780	17 - 22	65 - 75
21	150	980	17 - 22	65 - 75
24	120	1190	17 - 22	70 - 90
30	100	1490	17 - 22	75 - 90
40	80	1960	18 - 24	75 - 90
40*	80	1780	18 - 24	75 - 90
60	50	3530	18 - 25	100 - 120
60*	50	3040	18 - 25	100 - 120
80	40	3940	18 - 25	100 - 120
105	30	4790	18 - 25	110 - 130
105	28	5910	18 - 25	110 - 130
120	25	6080	18 - 25	120 - 140
135	20	7150	18 - 25	120 - 140
150	18	8040	18 - 25	130 - 160
180	16	9570	18 - 25	130 - 160
210	12	9800	20 - 25	130 - 160
240	10	14700	20 - 26	160 - 200

* Indicates 3 ply thread

Standard put-up length for fine sizes of Epic is 5000m; use article code 2994 For long length put-up 10,000m; use article code 2996 in place of 2994 Some markets have alternative standard lengths; use 2993 for 3000m. For coarse sizes (tk 25 and coarser) use 2993 for 3000m and 2910 for 1000m

Chart title: should be product family colour. Should be all caps Frutiger bold 9pt on 11pt leading

Chart fonts: Heading font is Frutiger Bold Condensed 9pt. Information font is Frutiger Light Condensed 8pt

Chart small print: Frutiger Light Condensed 8pt



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/ GENERAL RULES: GRAPHS & DIAGRAMS



Graph lines:

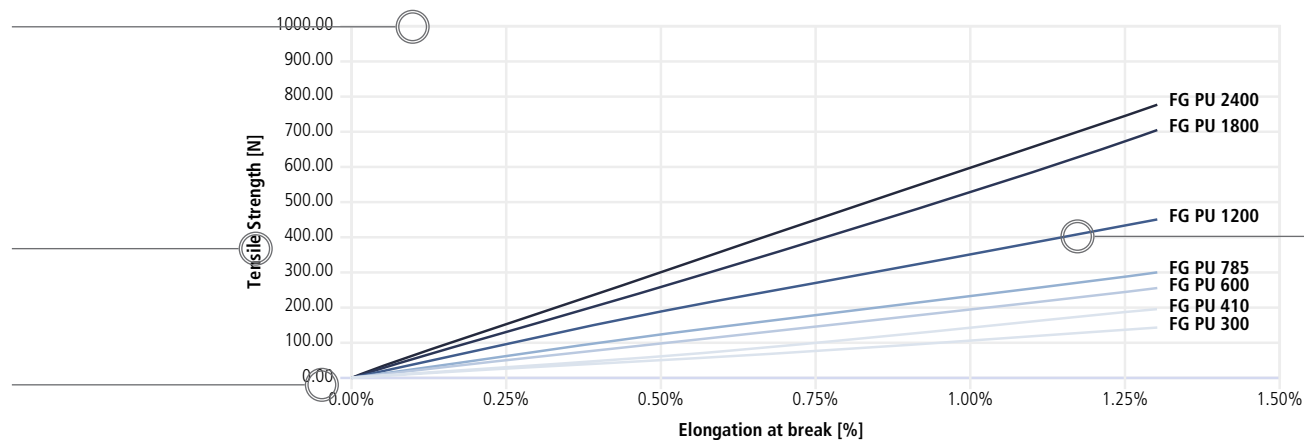
The vertical and horizontal axis, as well as the dividing sections are 0.5pt and are in Coats light grey.

Chart fonts:

Heading font is Frutiger Bold Condensed 8pt

Chart fonts:

Information font is Frutiger Light Condensed 7pt



Graph lines:

Plotted lines use shades of the product family colour

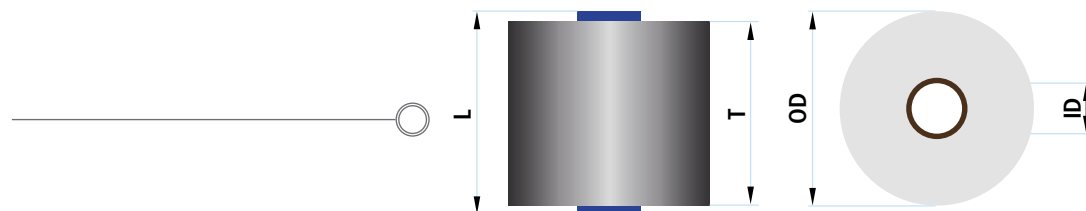
The graph is only displaying estimated values. Please do not use it for identifying the product properties.
For accurate values we refer to the numerical data

Chart fonts:

Explanation copy is Frutiger Light 7pt

Diagrams:

- Keep very simple, use tints of the family colour for arrow lines but make
- Use Frutiger Bold Condensed 6-9pt for labelling the arrows
- Type size may vary due to size of diagram

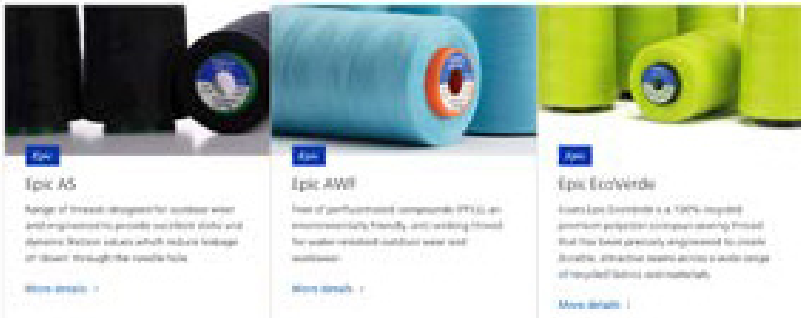


/ OTHER PRODUCTS IN THIS RANGE



This section displays other products in the same product family, with a short description for each.

The short description is taken from coats.com. Use the intro copy shown at the base of the main product page for each of the other products in the range.



The Product owner should define which other products from the range should be included in this section. It may be relevant to show all other products, or just a selection, for example, just those which apply to A&F.

OTHER PRODUCTS IN THE EPIC RANGE

To complement the Epic range, we also have a selection of specialist Epic threads. Each of these combines the superior properties of the Epic product with additional benefits specific to the end-use.

Product Name	Description
Epic AS	Range of threads designed for outdoor wear and engineered to provide excellent static and dynamic friction values which reduce leakage of 'down' through the needle hole.
Epic AWF	Free of perfluorinated compounds (PFCs), an environmentally friendly, anti-wicking thread for water-resistant outdoor wear and workwear.
Epic RD	Polyester corespun thread which delivers passive flame retardant properties, produced to conform to Nightwear Safety Regulations making it an ideal choice for children's nightwear.
Epic Metallic	Pick-and-mix colour range of metallised yarn and polyester thread to sew decorative stitching on denim.
Epic Multicolour	A pure polyester thread that is a part of the flagship Epic range of threads and gives each garment a truly unique finish.
Epic Protect	Coats Epic Protect sewing thread is treated with an innovative process to give the finished thread anti-microbial / anti-fungal properties.
Epic Rugged	High-tech thread which combines the strength, performance and superior properties of Epic with bleach-fastness for a thread that can withstand denim wash processes.
Epic SIF	Polyester covered corespun thread that is free from silicone and ideal for filtration needs within the automotive industry.
Epic Supermax	Ultimate sewing thread for smooth, premium-looking seams on fine tailoring and high quality garments.
Epic Verifi	Versatile quality polyester corespun sewing thread with an embedded security system.

Special use Epic products are typically available across a select range of ticket sizes and technical information will in some cases vary from the above table.

- Subheads: Frutiger Bold
- Body copy: Frutiger LigIt
- Product name copy: Frutiger Bold Condensed 9pt
- Description copy: Frutiger Light Condensed 7pt on 8pt leading
- Box colour: Should be a tint of the product family colour





Legal copy appears in a grey box at the bottom of the page. This should appear on page 2 of all product information sheets, irrespective of how many pages the total sheet covers.

Since conditions and applications vary considerably in the use of a product, the customer and/or user should assure themselves that the product meets end customer requirements and is suitable for the intended end use. Coats accepts no liability for unsuitable or improper use or application of products. Information provided is based on current averages and should be taken only as indicative. Coats accepts no liability for the preciseness and correctness of the information provided. Product information sheets are updated for time to time, please be sure you are referring to the most recent publication. Coats supports customers with advice on individual applications on request; if you have any questions or concerns, please contact us. © Copyright reserved 2019

Body copy is black, Frutiger Light condensed 6pt on 7pt leading

Grey box is Coats light grey 11% black





The following sections should be included for all thread PIS' on page 1:

- 1 Header image
 - 2 Coats product name
 - 3 Introduction copy
 - 4 Product icon (MUM)
 - 5 Why choose section & bullet points
 - 6 Main uses section & bullet points
 - 7 Product image, with cone label where possible
 - 8 Family colour bar with URL
 - 9 Coats logo
 - 10 Product name
- Any additional information if any
 - If Why Choose and Main uses sections are short, future sections can be moved up to the front page, as long as order of content is retained, or the space filled with addition product or end use imagery
 - For Apparel & Footwear products only - under 'Why Choose' section, where appropriate the following bullet should be included: Suitable for vegan requirements



Coats® Epic™ Supermax

Coats Epic Supermax is the ultimate sewing thread for smooth, fine-tailored seams. Epic Supermax is a unique polyester wrapped corespun thread, which is manufactured using a very special core spinning technology. This technology enables production of threads with high lustre and low surface hairiness that enhances the seam's appearance.

COATS
epic supermax

POLYESTER
CORESPUN

WHY CHOOSE EPIC SUPERMAX?

- Coats Epic Supermax is a high-tech corespun thread that combines a high tenacity polyester filament core with a polyester fibre wrap to make a versatile and reliable thread
- Coats Epic Supermax is ideal for fine tailored garments
- It delivers an exceptionally neat finish to imitation hand-stitching, eyelets and button holes
- Specially lubricated to deliver outstanding sewing performance in the most demanding applications
- The high strength polyester filament core allows the use of finer thread sizes, giving better seam appearance without compromising seam strength
- Ideal for contrast stitching where a cleaner, neater stitch line is required
- Certified to Öko-Tex Standard 100, class I, the most stringent class covering babywear
- Suitable for vegan requirements

MAIN USES:

- Suits
- Shirts

PRODUCT RANGE

Art / Tkt	TEX	Ticket	Length	Strength cN	Elongation % Min - Max	Needle Size Metric
2594 180*	18	180	5,000m	780	14 - 23	65 - 75
2594 150*	21	150	5,000m	980	14 - 23	65 - 75
2594 120	24	120	5,000m	1,190	14 - 23	70 - 90
2594 070	40	70	5,000m	2,160	16 - 26	90 - 110
2594 050	60	50	5,000m	3,330	16 - 26	100 - 120
2595 030	105	30	3,000m	4,800	16 - 26	110 - 130

*Use 2525 for 2500m in ticket 150 and 180



COATS
epi supermax

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The following sections should be included for all thread PIS' on page 2:

- 1 Same header image as the front cover
- 2 Product Range with small print if required
- 3 Thermal, Chemical and Fastness Properties charts (some products do not have content for all these sections, include only the relevant charts for each product)
- 4 Product icon (MUM) simplified
- 5 3 product shots
- 6 Family colour bar with URL
- 7 Coats logo
- 8 Product name
- 9 Additional product or end use images can be used to fill space



Coats®Epic™Supermax

THERMAL PROPERTIES

Melts at 250 - 260°C, softens at 220 - 240°C

Shrinkage less than 1% @ 150°C

CHEMICAL PROPERTIES

Mineral acids:	Resistant to most mineral acids
Alkalis:	Essentially unaffected by weak alkalis, but less resistant to stronger alkalis, especially at higher temperatures
Organic solvents:	Generally unaffected, but soluble in some phenolic compounds
Bleaching:	Unaffected
Insects / microorganisms (mildew, rot):	Unaffected
Laundrying / dry cleaning:	Unaffected
Moisture regain:	0.4%

FASTNESS PROPERTIES

Washing at 60°C	(ISO 105 C10:2006 C(3))	Grade 4
Water Fastness	(ISO 105 E01:2010)	Grade 4
Rub Fastness	(ISO 105 X12:2001)	Grade 4
Hypochlorite Fastness	(ISO 105 N01:1993)	Grade 4
Dry Cleaning Fastness	(ISO 105 D01:2010)	Grade 4
Perspiration Fastness	(ISO 105 E04:2009)	Grade 4
Artificial Light Fastness	(ISO 105 B02:1994)	Grade 4





POLYESTER
CORESPUN



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The following sections should be included for all thread PIS' on page 3:

- 1 Same header image as the front cover
 - 2 Coats product name
 - 3 Technical support services
 - 4 Legal small print
 - 5 Other products in this range
 - 6 Product icon (MUM) simplified
 - 7 Family colour bar with URL
 - 8 Coats logo
 - 9 Product name
- Images can be used to fill space
 - Where there is less content, product sheets can be over 2 pages but the order of content should always be retained



Coats®Epic²Supermax

EXPERT REAL WORLD SUPPORT ³

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Seamworks

Install our Seamworks software to accurately calculate costs prior to production, putting an end to the risk of over or under ordering materials, and incurring unnecessary extra costs. The Seamworks tool is provided with installation, training and ongoing support included.

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For more information, talk to your ⁴Coats representative today or visit coats.com/epic-supermax

OTHER PRODUCTS IN THE EPIC RANGE


To complement the Epic range, we also have ⁵a selection of specialist Epic threads. Each of these combines the superior properties of the Epic product with additional benefits specific to the end use.

Product Name	Description
Epic	High quality, polyester corespun that is precisely engineered to create durable, attractive seams on a wide range of fabrics across many applications.
Epic AWF	Free of perfluorinated compounds (PFCs), an environmentally friendly, anti-wicking thread for water-resistant outdoor wear and workwear.
Epic RD	Polyester corespun thread which delivers passive flame retardant properties, produced to conform to Nightwear Safety Regulations making it an ideal choice for children's nightwear.
Epic Metallic	Pick-and-mix colour range of metallised yarn and polyester thread to sew decorative stitching on denim.
Epic Multicolour	A pure polyester thread that is a part of the flagship Epic range of threads and gives each garment a truly unique finish.
Epic Protect	Coats Epic Protect sewing thread is treated with an innovative process to give the finished thread anti-microbial / anti-fungal properties.
Epic AS	Range of threads designed for outdoor wear and engineered to provide excellent static and dynamic friction values which reduce leakage of 'down' through the needle hole.
Epic SIF	Polyester covered corespun thread that is free from silicone and ideal for filtration needs within the automotive industry.
Epic Rugged	High-tech thread which combines the strength, performance and superior properties of Epic with bleach-fastness for a thread that can withstand denim wash processes.
Epic Verifi	Versatile quality polyester corespun sewing thread with an embedded security system.

Special use Epic products are typically available across a select range of ticket sizes and technical information will in some cases vary from the above table.



POLYESTER CORESPUN ⁶



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COATS *epi⁹supermax*





Performance Materials, Fabrics, Interlinings and Yarns follow the same overall layout and content order as for Threads.

CO-BRANDING

- 1
- Coats logo above the product name should be moved to the left and the second logo added alongside. Coats logo and Co-Branded logo will be two squares of the grid wide and high. Both logos sit half a square above COATS logo type and product name and from each other

COATS
ultrabloc sy

SUPER ABSORBENT
POLYMER

Coats® Ultrabloc™ SY

Ultrabloc SY is a spun super-absorbent polymer thread that is ideal for dry blocking in wire & cable products. It is proven in temperature cycling, heat ageing and freeze/thaw testing.

Ultrabloc SY is carefully manufactured on state-of-the-art spinning equipment to ensure a smooth and consistent surface. This method of manufacture also prevents micro or macrobending. Its uncoated finish helps to reduce shedding or dusting during cable manufacturing, which improves productivity.

WHY CHOOSE ULTRABLOC SY?

- Decreases cable prep time
- Eliminates the need for potentially hazardous solvents
- Less consumable materials are required
- Cleaner work environment
- Improved life span of equipment

MAIN USES:

- Low, medium or high voltage energy cables
- Fibre optic dry cable applications

PRODUCT RANGE

Product	Weight g/m	dtex	Strength KG	LB	N	Elongation at break %	Absorption Speed* g/min	Absorption Capacity** g/min
Ultrabloc SY 450	0.05	500	0.71	1.57	7	≥10	20	100
Ultrabloc SY 600	0.07	660	0.92	2.02	9	≥10	20	100
Ultrabloc SY 725	0.07	720	1.33	2.92	13	≥10	20	100
Ultrabloc SY 900	0.10	990	1.53	3.37	15	≥10	20	100
Ultrabloc SY 1800	0.2	2000	4	8.9	40	≥15	≥40	≥70
Ultrabloc SY 4500	0.5	5000	8.6	19.0	85	≥15	≥40	≥70
Ultrabloc SY 9000	1.0	10000	15.2	0.0	150	≥15	≥40	≥70
Ultrabloc SY 18000	2.0	20000	40.7	0.0	400	≥15	≥40	≥70
Ultrabloc SY 36000	4.0	40000	50.9	0.0	500	≥15	≥40	≥70
Ultrabloc SY 54000	6.0	60000	50.9	0.0	500	≥15	≥40	≥70

*Absorption Speed: Internal QSP 7.74
**Absorption Capacity: Internal QSP 7.75

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COATS ultrabloc sy





Performance Materials, Fabrics, Interlinings and Yarns follow the same overall layout and content order as for Threads.

- 1 Additional copy in diagrams should follow the same fonts, sizes and colours as the rest of the product information sheet
- 2 Additional diagrams should be simple and clean, with clear annotations
 - The order of remaining content in the product sheet should be retained with additional content inserted at the relevant position
 - Any additional charts to be included should follow the same colours, fonts and layouts as chemical properties charts
 - Small print should always be alongside the chart to which it relates

WHAT SETS ULTRABLOC SY APART FROM COMPETITOR PRODUCTS?

In relation to other products on the market, Ultrabloc SY showcased:

60%

2

faster swelling power

15%

more swelling capacity

2.5%

more strength

WHAT IT MEANS...

Ultrabloc SY absorbs water at a speed **2-3 times** faster than competitor products, providing optimum protection from the elements.

When compared to competitor products in the market, Ultrabloc SY was proven to be the best fibre in terms of:

1

Absorption Speed

2

Absorption Capacity

3

Tensile Strength

Best suited for low, medium or hi **1** voltage energy cables and fibre optic dry cable applications.

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COATS *ultrabloc sy*



/ CONTENT: ZIPS

A separate zip product sheet should be created for each zip product and size. For example, 5 separate sheets should be created for Opti M Regular - one for M40, M45, M46, M60 and M80. Within each product sheet, all zip types are combined. For example the sheet for Opti M Regular M40 should include details for M40 Continuous Chain, M40 Close End and M40 Open End zips.

Data for each zip type is shown in charts alongside each other for easy comparison and to allow potential buyers to consider other similar zips in the family. Product sheets can include from 1 to 6 zip types, so table sizes will vary to accommodate different volumes of content. Number of pages will therefore vary, but the order of content should remain consistent.

The following sections should be included for all Zips product sheets:

- 1 Header image
- 2 Coats product brand name shown over the image
- 3 Introduction copy
- 4 Zip MUM
- 5 Available zip types chart - this should display image and name of up to 6 zip types, along with the acronym for each that is used in tables throughout the product sheet
- 6 Dimensions
- 7 Features
- 8 Family colour bar with URL
- 9 Coats logo
- 10 Full product range



Coats® Opti M Regular™

Standard metal zips are manufactured using bead technology, where profile metal elements (teeth) are clamped on woven and dyed textile tape; brass wire is usually used to make the teeth. Precision cutting and stapling processes are followed by multiple brushing and polishing operations, to ensure that the M zip runs smoothly.

AVAILABLE ZIP TYPES



M40 CC
Continuous Chain



M40 CE
Close End



M40 OE
Open End

DIMENSIONS (APPROX.)

	M40 CC	M40 CE	M40 OE
Chain width:	4,2 mm	4,2 mm	4,2 mm
Chain thickness:	2 mm	2 mm	2 mm
Single tape widths: 1	3 mm	13 mm	13 mm
Length of tape ends:		top: 20±2 mm bottom: 17±2mm	top: 20±2 mm

FEATURES

M40 CC	M40 CE	M40 OE
<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die-casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops and bottom stops from brass	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die-casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops from brass and bottom stops from zinc to match chain finishing



COATS opti M regular M40

1

2

3

4

5

6

7

8

9

10





Once the cover sheet is filled, continue with content for the following sections on subsequent pages:

- 1 Same header image as per as front cover
- 2 Coats product brand name
- 3 Zip MUM simplified
- 4 Main uses
- 5 Quality chart
- 6 Fastness chart
- 7 Standards chart
- 8 3x product shots
- 9 Family colour bar with URL
- 10 Coats logo
- 11 Full product name

Coats® Opti M Regular™

MAIN USES

M40 CC	M40 CE	M40 OE
<ul style="list-style-type: none">TrousersChildren's jeansCasual skirtsPockets of light leather apparelSweatshirtsAccessoriesHand bagsLight weight luggage	<ul style="list-style-type: none">TrousersCasual skirtsPockets of light leather apparelSweatshirtsChildren's jeansAccessoriesHand bagsLight weight luggage	<ul style="list-style-type: none">JacketsLight leather apparelSweatshirts

FASTNESS

		Change	Staining
Washing 60°C	(ISO 105-C06)4		4
Water	(ISO 105-E01)	44	
Dry-cleaning	(ISO 105-D01)4		3...4
Light	(ISO 105-B02)	5-	
Rubbing wet	(ISO 105-X12)-		3...4
Rubbing dry	(ISO 105-X12)-		4

(These fastness grades represent minimum performance levels and, in practice, the majority of shades will exceed these levels)

QUALITY

Attributes	M40 CC	M40 CE	M40 OE
Lateral strength	> 392 N	> 392 N	> 392 N
Lateral strength after reciprocation	> 353 N	> 353 N	> 352 N
Operating force<	3 N<	3 N<	3 N
Reciprocation (durability)	> 500 cycles	> 500 cycles	> 500 cycles
Member slippage strength	> 39 N-		-
Member pull off strength	> 49 N-		-
Pull off strength of puller	->	147 N>	147 N
Slider locking strength	->	49 N>	49 N
Slider over top stops	->	88 N>	88 N
Lateral strength of bottom stop	->	88 N-	
Lateral strength of open end	-		> 78 N
Slider against bottom stop	-	> 78 N-	
Box pull off strength-		->	69 N

(The quality data represent minimum performance levels)

STANDARDS

EN 16732 – class BC	PSIA HR4040;
BS 3084:2006;	F963;
DIN 3416 – 19;	EN71;
Oeko-Tex 100 Class 1Q	M System according BS EN ISO 9001:2008

INDIVIDUALLY POLISHED METAL TEETH

9 www.coats.com

COATS opti M regular M40





Once the cover sheet is filled, continue with content for the following sections on subsequent pages:

- 1 Same header image as per as front cover
- 2 Coats product brand name
- 3 Zip MUM simplified
- 4 Technical support section
- 5 Other products in this range - this table should show all available zip types and sizes/variants within the family. The chart can be taken from coats.com
- 6 Additional product or end use images can be used to fill space if necessary, but the order of content should always be retained
- 7 Family colour bar with URL
- 8 Coats logo
- 9 Full product name
- 10 Legal small print

Coats® Opti M Regular™

EXPERT REAL WORLD SUPPORT

The final cost of any product also includes hidden costs, fuelled by the methods and tools applied to it. Our experts know exactly how to reduce those costs, save time and increase productivity.

Seamworks
Install our Seamworks software to accurately calculate costs prior to production, putting an end to the risk of over or underordering materials, and incurring unnecessary extra costs. The Seamworks tool is provided with installation, training and ongoing support included.

One to One Visits
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Training and Presentations
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For more information, talk to your Coats representative today or visit [coats.com](https://www.coats.com)

OTHER PRODUCTS IN THIS RANGE

	Continuous Chain	Close End O	pen End	Two Way Open End	TWCE X-form	TWCE O-form
M40	•••			—		
M45	•••			—		
M46	••		—			
M60	•••••					
M80	•••••					

INDIVIDUALLY POLISHED METAL TEETH

COATS


COATS opti M regular M40

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Example of how the layout changes over cover page and 2nd page when there is six products per sheet.



Coats® Opti M Regular™


Standard metal zips are manufactured using bead technology, where profile metal elements (teeth) are clamped on woven and dyed textile tape; brass wire is usually used to make the teeth. Precision cutting and stapling processes are followed by multiple brushing and polishing operations, to ensure that the M zip runs smoothly.

COATS
opti m
regular




INDIVIDUALLY
POLISHED
METAL TEETH


AVAILABLE ZIP TYPES




M60 CC
Continuous Chain




M60 CE
Close End




M60 OE
Open End



M60 TWOE
Two Way Open End




M60 TWCE X-FORM
TWCE X-form



M60 TWCE O-FORM
TWCE O-form

DIMENSIONS (APPROX.)

	M60 CC	M60 CE	M60 OE	M60 TWOE	M60 TWCE X-FORM	M60 TWCE O-FORM
Chain width:	6 mm	6 mm	6 mm	6 mm	6 mm	6 mm
Chain thickness:	2.4 mm	2.4 mm	2.4 mm	2.4 mm	2.4 mm	2.4 mm
Single tape widths:	15 mm	15 mm	15 mm	15 mm	15 mm	15 mm
Length of tape ends:	–	top: 21±4 mm bottom: 21±4mm	top: 21±4 mm	top: 21±4 mm	top: 21±4 mm bottom: 21±4mm	top: 21±4 mm bottom: 21±4mm



COATS opti M regular M60

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Coats® Opti M Regular™

COATS
opti m
regular



INDIVIDUALLY
POLISHED
METAL TEETH

FEATURES

M60 CC	M60 CE	M60 OE	M60 TWOE	M60 TWCE X-FORM	M60 TWCE O-FORM
<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops and bottom stops from brass	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops from brass and bottom stops from zinc to match chain finishing	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops from brass and bottom stops from zinc to match chain finishing	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops and bottom stops from brass	<ul style="list-style-type: none">Woven polyester tape; also available in 100% cotton for post dyeingSlider body out of die casted zinc, puller out of zinc or stamped brass/steelChain members from brassPlating/Oxidation finishes: brass, antique brass, silver, antique silver, (pls. see plating card)Top stops and bottom stops from brass

MAIN USES

M60 CC	M60 CE	M60 OE	M60 TWOE	M60 TWCE X-FORM	M60 TWCE O-FORM
<ul style="list-style-type: none">Casual trousersJeansCasual skirtsPockets of sportswearSweatshirtsOverallsHand bagsLuggageFootwearAccessories	<ul style="list-style-type: none">Casual trousersJeansCasual skirtsSweatshirtsOverallsKnitwearLeather apparelLeather accessoriesSweatshirtsDenim garments	<ul style="list-style-type: none">Jackets and coatsOverallsKnitwearLeather apparelLeather accessoriesSweatshirtsDenim garments	<ul style="list-style-type: none">Jackets and coatsOverallsKnitwearLeather apparelLeather accessoriesSweatshirtsDenim garments	<ul style="list-style-type: none">WorkwearOverallsLeather apparelLeather accessoriesHand bagsLuggage	<ul style="list-style-type: none">WorkwearOverallsLeather apparelLeather accessoriesHand bagsLuggage



COATS opti M regular M60

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All products include a section on our technical support services. The selection of services shown, and copy used is dependent on the product segment.

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Only use the correct "Expert Real World Support" icon and copy that are relevant to product. For example - seamworks doesn't relate to only footwear product information sheets.

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Subheads:

Frutiger Bold 9pt, product family colour



One to One Visits

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Body copy:

Frutiger Light 9pt, black



Training and Presentations

From product selection to stitch formation, the use of colour to solutions for common production issues, we take the learning gathered through years of hands on experience and present it in the form of high impact seminars, workshops and presentations.

Infographics:

Product family colour



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Innovation Hub

Collaborate directly with expert R&D technologists at our Innovation Hub to create pioneering and tailored solutions for products ranging from Performance Materials to Apparel and Footwear. Equipped with state-of-the-art technology we quickly turn ideas into prototype designs ready for manufacturing.

To drive your hidden costs down, talk to Coats. From product audits in pre-production to the latest technological bulletins, we'll provide support that achieves measurable results.

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Infographics:
Product family colour

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Infographics:
Product family colour

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COATS CUSTOMER PRESENTATIONS



CONNECTING. PIONEERING. TRUSTED.

NOVEMBER 2019



For customer presentation templates please follow the links to Frontify.



Customer presentation | [Frontify >](#)





Contact

For more information, please contact:

Creative Services Manager

Raj Kumar | raj.kumar@coats.com