


‘Hypertherm Associates’ Q&A



Q. What is happening?

- A. Hypertherm is changing our corporate name to Hypertherm Associates and making slight changes to the logos for our technology brands (Hypertherm, OMAX, Robotmaster, ProNest, etc.) In addition to our new Hypertherm Associates corporate name, we also have a new logo. This logo, meant to represent a nest of cut parts, is blue in color to differentiate it from our technology brands which have red logos.



**HYPERTHERM
ASSOCIATES™**
SHAPING POSSIBILITY®

TECHNOLOGIES

 OMAX®	 HYPERTHERM®	Software Group	Aftermarket Group
OptiMAX®	Powermax®	Robotmaster®	Centricut®
MAXIEM®	XPR®	ProNest®	AccuStream®
MicroMAX®	MAXPRO®	Design2Fab®	
GlobalMAX®	HPRXD®	Rotary Tube Pro™	
ProtoMAX®	EDGE®	SureCut™	
EnduroMAX®			
DynaMAX®			
IntelliMAX®			

Q. Why is Hypertherm doing this?

- A. Our growth into other industrial cutting categories, such as waterjet and software, necessitated a change to differentiate between Hypertherm, the company, and Hypertherm, the plasma brand. At the same time, we wanted to better promote our Associate ownership since we believe it is a clear market differentiator that positively benefits you.

Q. When will this change take place?

- A. Hypertherm plans to publicly announce our new corporate name next week, on June 22. On this date, logos on our existing brand websites will change and we will introduce a new corporate website at www.HyperthermAssociates.com. Changes to products and packaging will start immediately but will not be instantaneous. We expect it will take about 18 months to completely update everything. During this time, you and your customers may encounter a mix of old and new logos.

Q. How will this change affect me?

- A. We ask that you update any old technology logos with one of our new logos available via our Xnet. As mentioned above, we have made slight changes to all technology logos.

Old

New



Q. Does this mean I need to replace everything with a new logo by June 22?

- A. No. Although Hypertherm will publicly introduce the new logos on June 22, we understand that you will need more time. Our goal is September 30, before the fall tradeshow season for digital assets such as your website. Our marketing teams will work with you to update point of sale and other physical materials. In most cases, we will update these materials following our normal refresh cycle. We don't expect partners will need to use marketing funds to pay for these updates.

Q. Which brand name should I use?

- A. You should use the brand name that relates to the product you sell. For example, if you sell Hypertherm plasma products, you should use the red Hypertherm technology brand logo. If you sell more than one of our product lines (waterjet and software, for example,) you can choose more than one brand logo.

Q. Would I ever use the blue Hypertherm Associates logo, instead of a red brand logo?

- A. Not at this time. We cannot think of any instance when partners would need to use the blue Hypertherm Associates logo. Rather, you should use the red technology brand logos that correspond to the product brand or brands that you sell.

Q. What about the logo that indicates I am an authorized partner. Is there a new logo for that?

- A. Yes. We have created new authorized partner logos, along with authorized distributor and repair center logos. These are also available via the Xnet.

Q. Since the Hypertherm brand will still apply to your plasma products, can I continue to use the Hypertherm name with the Shaping Possibility tagline?



A. No. You should only use the new Hypertherm technology brand logo which is followed by the words "A Hypertherm Associates brand."

Q. Where can I find new brand guidelines, updated logos, photos, and similar marketing materials?

A. Assets are available via the Xnet.

Q. How about co-branded materials? Is there somewhere I can go to download co-branded templates?

A. Please contact your sales manager or the Hypertherm Associates marketing team for your region.

Q. What about co-branded clothing? Should I use your corporate logo (Hypertherm Associates) or one of your technology logos (Hypertherm, OMAX, etc.)?

A. You should use one of the red technology logos.

Q. What does Associate-owned mean and how does it benefit me?

A. Associated-owned means we (anyone who works at Hypertherm Associates) own the company. It means, like any owner, we are more engaged and willing to work harder to ensure we, you, and customers, succeed.

Q. I have more questions. How do I contact the Hypertherm Associates marketing team for my region?

A. Teams are available via the following email addresses:

Americas: americasmarketingteam@hypertherm.com

Asia: marketing.asia@hypertherm.com

Europe, Middle East, India, and Africa: marketing.emea@hypertherm.com