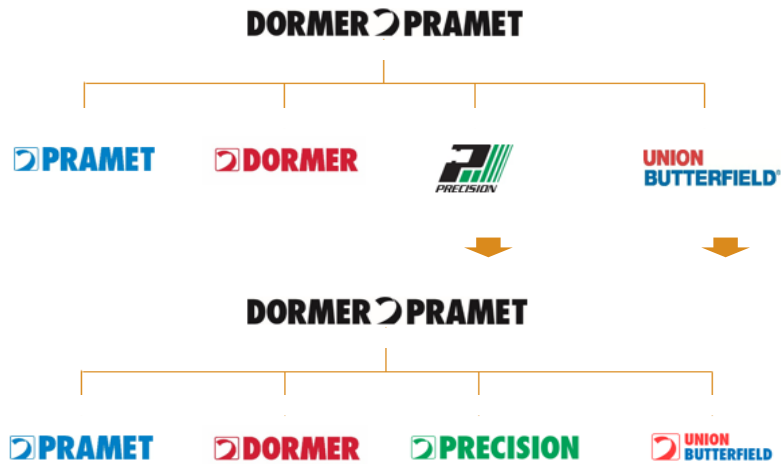


# DORMER PRAMET

## 2020 VISION: CLARITY IN BRAND ALIGNMENT

### Frequently Asked Questions



**Question: Why are the logos of Precision Twist Drill and Union Butterfield being updated?**

**Answer:** We have listened to your feedback regarding our brands and acknowledge that a unified appearance of all our logos is needed to show that Dormer Pramet manufacturers all our product brands – Precision Twist Drill, Dormer, Union Butterfield and Pramet. Visually, we are connecting the brands with our unifying symbol – the chip.

**Question: When will the updated logos be rolled out?**

**Answer:** Starting in Spring 2020, all documentation will be updated with new brand logos. Because of the high quantity of product and sales materials that need updating, the transition to the new logos will continue throughout 2020 and beyond.

**Question: Will part numbers change?**

**Answer:** No

**Question: Will packaging change?**

**Answer:** No, products will have the same color boxes. Labels on boxes will be updated with new logos.

**Question: Will the colors of the PTD and UB logos change?**

**Answer:** No. The updated Precision logo will be the same green and the updated Union Butterfield logo will be the same red and blue.

**Question: Will the brand names change?**

**Answer:** No. The names Precision Twist Drill (PTD) and Union Butterfield remain, only logos will change.

**Question: What is the significance of the chip?**

**Answer:** The chip symbolizes our promise to you of being “Simply Reliable”. It unites our brands and us as a manufacturer. It represents our brand promise of quality production facilities, reliable delivery and nationwide support.

If you have any questions about this evolution of our brand logos, please reach out to any of our team members or email us at [sales@dormerpramet.com](mailto:sales@dormerpramet.com).