

### REELEX Trademark Logos

All REELEX® Licensees are required by the License Agreement to have either one of the following logos visibly printed on every package containing a REELEX coil. The primary function of the trademark logo is to identify to end-users the use of licensed and patented technology.

Manufacturers may choose either logo, which may be printed in any size or in any color as long as it is visible.

These trademarks serve to:

- ▶ Indicate to end-users that they are using a genuine REELEX package that will behave as a REELEX coil should.
- ▶ Distinguish genuine REELEX packages from counterfeit packages.
- ▶ Assist in combating international counterfeiting through legal means.
- ▶ Identify an authorized Licensee of REELEX technology.
- ▶ Identify the use of proprietary and patented technology.

To acquire electronic versions of these logos in a format suitable for printing, please contact [support@reelex.com](mailto:support@reelex.com).

### Typical Placement for Printing



### REELEX Trademark Logo Options



## Frequently Asked Questions

### What is the purpose of the REELEX Logo?

The REELEX trademark guarantees to the end-user that the coil was wound on a genuine REELEX machine. This logo ensures that they are getting a genuine tangle-free package from a genuine and honest company as opposed to a knock-off. The trademark also allows us to take legal action against counterfeit cable manufacturers or manufacturers who attempt to counterfeit REELEX packages and claim them as genuine.

By printing the REELEX mark on all REELEX packaging, manufacturers can defend their investment in the REELEX system and protect against counterfeiting, while proving honesty and integrity to their customers.

### Is the REELEX trademark optional?

No, it is required. The License Agreement between you (the manufacturer) and REELEX Packaging Solutions, Inc. stipulates that every package containing a coil utilizing REELEX technology MUST have a REELEX trademark visible somewhere on the package.

### Are there any requirements for printing the logo like size, color etc?

It can be any size as long as the "REELEX" text is legible. Some Licensees use a large logo so that they can assure end users that they have a genuine REELEX Package. Others use a smaller logo that does not impinge on other artwork on the Package. Typically, the logo is printed on the bottom of the box near the corrugation information seal, however there is no restriction on location. Similarly, the logo can be printed in any color you choose.



### What is the easiest way to apply the Logo?

The easiest way is to have the logo printed on the boxes along with other artwork when the boxes are manufactured. Most Licensees add the logo to their printing plates when reordering boxes.

### My private label customer doesn't want the logo. Do I still need to apply it?

Yes. Your company, as a Licensee, is required to place the Logo on each and every package that is produced on a REELEX machine. There are no exceptions. Keep in mind it is in the best interest even of OEM customers, as it indicates to their end-users that they are receiving a genuine, quality package.

### My box printer left off the Logo. What can I do?

We recommend speaking with your box supplier, as the costs to modify printing plates are typically minimal.

### How do I get the Logo artwork?

Contact us at [support@reelex.com](mailto:support@reelex.com). We can provide any file format you require.

### I have a non REELEX coiling machine. What do I do?

The REELEX trademark may only be applied to packages coiled using genuine REELEX machinery. Coils made on non-REELEX machines cannot have the Logo applied. To do so would constitute Trademark infringement and could trigger legal action.