

6. Marketing materials (Rev. Apr13)

Direct marketing, sponsorship and newsletters are important tools for us. Our communications can be lively and topical, yet still support the image of a coherent and consistent brand.

Our direct mail should strive to follow the day-to-day literature design system.

Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

Flexible elements include:

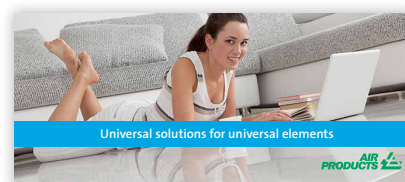
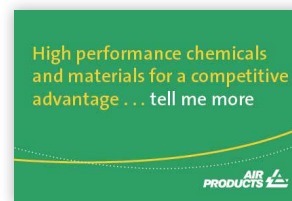
- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

We have identified the required elements that should be included in all direct mail in order to build strong recognition of our materials with our customers.

Unique designs can be created by varying size, shape and imagery, and using color boldly.

Only use the approved template with preset layouts, colors and type palettes to create direct mail. They are available from Air Products' Corporate Communications team.

Cover options



Suggested Layout Options for Direct Mail

Inside spread options

Cutting edge ideas to drive innovation.

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tell me more airproducts.com

Headline text here

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Understanding, integrating, passion.

AIR PRODUCTS

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Headline text here

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Custom engineered solutions for your temporary gas supply needs

Significant applications experience

24/7/365 immediate delivery

From hydrogen to boost refinery production to liquid nitrogen to make snow, when it comes to temporary industrial gas supply, the team at Air Products' APEX Services has done it all. We're well known among refineries, steel and chemical plants, pipelines, power plants, and LNG terminals. We'll use our practical experience and technical knowledge to deliver a cost-effective supply solution geared specifically to meet your particular needs.

We have you covered with safe, reliable, economical gas supply for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals.

Complete and return the enclosed survey by the date noted and have a chance to win an iPad* mini!

Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

tell me more

AIR PRODUCTS

Count on Air Products' APEX Services

tell me more

24/7/365 immediate delivery

Get to know Air Products' APEX services

From hydrogen to boost refinery production to liquid nitrogen to make snow, when it comes to temporary industrial gas supply the team at Air Products' APEX Services has done it all. We're well known among refineries, steel and chemical plants, pipelines, power plants, and LNG terminals. We'll use our practical experience and technical knowledge to deliver a cost-effective supply solution geared specifically to meet your particular needs.

We have you covered with safe, reliable, economical gas supply for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals.

Complete and return the enclosed survey by the date noted and have a chance to win an iPad* mini!

Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

Temporary gas supply you can trust for peace of mind

Committed to safe performance

SAFETY

AIR PRODUCTS

Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

"I'd read something about the APEX Services facilities and they are great ones of the air products in the best construction we have seen. They do what we ask and we do not have to worry about anything else. It's a relief to know they are working safely. We know they can do it! Safety because Air Products helped us connect a safety water emergency-gasping-to-our plant during a cost-bare process!"

— Operations Manager at Major Refinery, Texas Refinery

At Air Products, we take pride in our outstanding safety record. When you call Air Products' APEX Services, you get trained operators with Safety Council certification. In addition, our equipment is designed with a host of safety features, including pressure relief, valve protection and emergency shut-downs.

We deliver reliable, safe, economical supply of nitrogen, helium, hydrogen, and oxygen for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals. Contact us today to find out how our commitment to safety can benefit your operations.

Suggested Layout Options for Direct Mail

Back options

You might be using your storage freezer for process freezing.

Without more space, it's likely you're still using the same old freezer. It's time to think about your freezer's efficiency. You might be surprised to find that a modern freezer can save you up to 50% on energy costs. And it's perfectly frozen or cooled as you need it. You'll have more space for your products and a perfectly frozen or cooled as you need it. You'll have more space for your products and a perfectly frozen or cooled as you need it.

Call us at 800-456-7890 or visit us at www.airproducts.com to learn more.

tell me more
info@airproducts.com

PRODUCTS AIR
Air Products and Chemicals, Inc.
2201 Hamilton Boulevard
Allentown, PA 18106-0001

FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO. 101
ALLENTOWN, PA 18106-0001

<FIRSTNAME> <LASTNAME>
<TITLE>
<MAILCODE>
<BUSINESS>
<ADDRESSLINE1>
<ADDRESSLINE2>
<CITY> <STATE> <ZIPCODE>
<COUNTRY>

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tell me more
airproducts.com

PRODUCTS AIR
Air Products and Chemicals, Inc.
2201 Hamilton Boulevard
Allentown, PA 18106-0001

FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO. 101
ALLENTOWN, PA 18106-0001

<FIRSTNAME> <LASTNAME>
<TITLE>
<MAILCODE>
<BUSINESS>
<ADDRESSLINE1>
<ADDRESSLINE2>
<CITY> <STATE> <ZIPCODE>
<COUNTRY>

Cutting-edge ideas to drive innovation . . .
tell me more

PRODUCTS AIR
Air Products and Chemicals, Inc.
2201 Hamilton Boulevard
Allentown, PA 18106-0001

FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO. 101
ALLENTOWN, PA 18106-0001

ATTN: VISUAL COMMUNICATIONS
7201 HAMILTON BOULEVARD
AIR PRODUCTS AND CHEMICALS INC
ALLENTOWN, PA 18109-9978

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST CLASS MAIL PERMIT NO. 881
ALLENTOWN, PA

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

<FIRSTNAME> <LASTNAME>
<TITLE>
<MAILCODE>
<BUSINESS>
<ADDRESSLINE1>
<ADDRESSLINE2>
<CITY> <STATE> <ZIPCODE>
<COUNTRY>

Custom-engineered solutions for your gas supply needs

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tell me more
airproducts.com

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Air Products and Chemicals, Inc.
2201 Hamilton Boulevard
Allentown, PA 18106-0001

FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO. 101
ALLENTOWN, PA 18106-0001

<FIRSTNAME> <LASTNAME>
<TITLE>
<MAILCODE>
<BUSINESS>
<ADDRESSLINE1>
<ADDRESSLINE2>
<CITY> <STATE> <ZIPCODE>
<COUNTRY>

Company newsletters express the Air Products family look through a common title area, use of the Air Products USA 8-1/2" x 11" grid, typographic style, and consistent use of the signature. Newsletters should be customized for different audiences and countries. The position of the area is consistent on all Air Products newsletters and magazines. The corporate sign-off is not required on newsletters. The layouts should be consistent with the Air Products style.

Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

Flexible elements include:

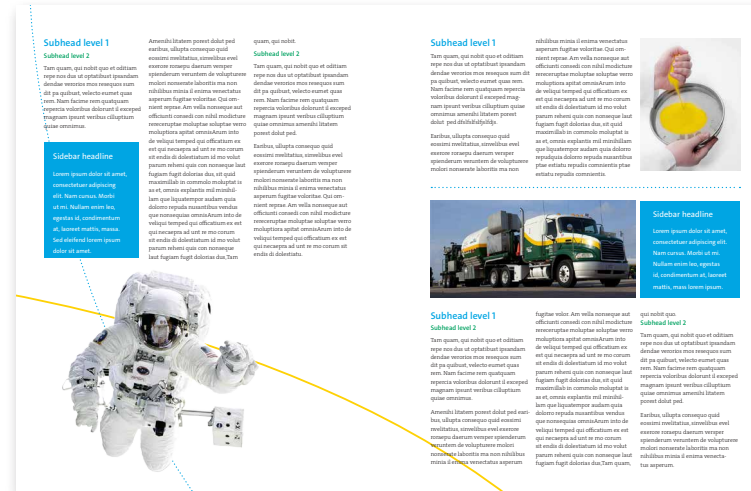
- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

We have identified the required elements that should be included in all newsletters in order to build strong recognition of our materials with our customers. Unique designs can be created by varying size, shape and imagery, and using color boldly.

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Cover masthead options



Inside spread

Flags, banners, events

All banners, plaques, multiple sponsor displays, and unusual applications should comply with the basic corporate identity guidelines when possible. Follow the guidelines for the exclusion zone around the Air Products signature.

Basic guidelines are provided. However, detailed specifications need to be developed for each new flag or banner project. Contact the Air Products Corporate Communications team for further direction.



We have identified the required elements that should be included in all invitations in order to build strong recognition of our materials with our customers. Unique designs can be created by varying size, shape and imagery, and using color boldly.

Sizes

Assorted

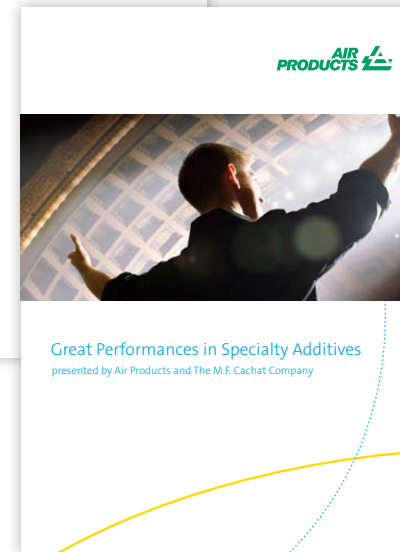
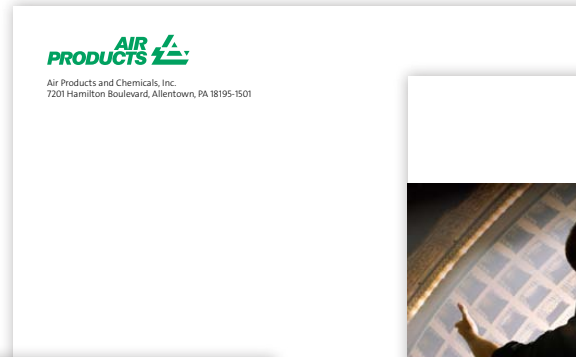
Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

Flexible elements include:

- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

Basic guidelines are provided. However, detailed specifications need to be developed for each new invitation project. Contact the Air Products Corporate Communications team for further direction.



RSVP by Month XX, 20XX

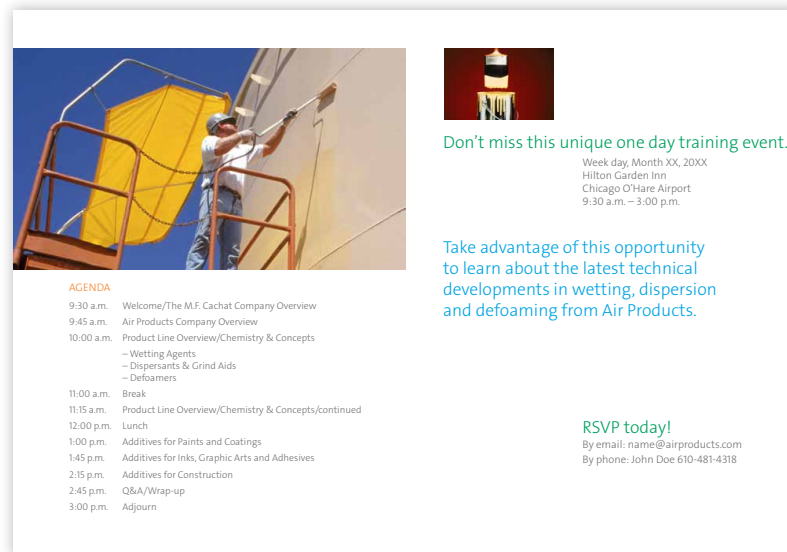
Name _____ Will attend Will not attend

Spouse's Name _____ Will attend Will not attend

Company Name _____

Company Address _____

Phone _____



AGENDA

9:30 a.m.	Welcome/The M.F. Cachat Company Overview
9:45 a.m.	Air Products Company Overview
10:00 a.m.	Product Line Overview/Chemistry & Concepts
	– Wetting Agents
	– Dispersants & Grind Aids
	– Defoamers
11:00 a.m.	Break
11:15 a.m.	Product Line Overview/Chemistry & Concepts/continued
12:00 p.m.	Lunch
1:00 p.m.	Additives for Paints and Coatings
1:45 p.m.	Additives for Inks, Graphic Arts and Adhesives
2:15 p.m.	Additives for Construction
2:45 p.m.	Q&A/Wrap-up
3:00 p.m.	Adjourn