

Product Naming Convention

Changes to how we name products

Over the past year, Canusa-CPS Product Management has been working to rationalize and simplify our product offerings. As part of this initiative, we are transitioning towards using “Brand” names, rather than “Descriptive” names. In doing so, we needed to adjust our product naming convention. This impacts the product description which is used in quoting, as well as in IFS. The new format for part descriptions is as follows:

G T S - 6 5 - H P 1 4 2 0 - 9 0 0 W S B K / 3 . 0

										Thickness	- Standard (T, L, S, Z) - Custom (2.8, 3.0 etc)
										Color Modifier	- BK (Black) - YE (Yellow) - GY (Gray)
										Configuration Modifier	- WS (WrapidSleeve) - CW (CanusaWrap - 2 pcs system) - CT (Canusa Tube) - NC (No attached closure, layflat length only) - WW (Window Weld Closure)
										Product Size	XXX-YYY for sleeves (OD - Width) XXX/YYY-ZZZ for high shrink products (tubes and cut sleeves) (Large OD/Small OD - Width)
										Brand Modifier	- ER (Edge Reduction) - HS70 (High Shrink - 70%) - HS200 (Very High Shrink - 200%) - HP (High Peel) - B (Bulk)
										Brand Name	GTS-65, K-60, MIS-65, etc

There are new rules associated with this change that are to be included in product descriptions moving forward:

BRAND MODIFIER

The term “Brand Modifier” is where we reference special constructions, such as “-ER” for Edge reduction or “HS70” for a 70% High Shrink product. We will continue to use “-B” for bulk material, which would appear after any other modifier.

CONFIGURATION MODIFIER

The term “Configuration Modifier” is where the supply configuration is to be referenced. This way, we can continue to supply sleeves with pre-attached closures (WrapidSleeve), sleeve where the closure is supplied separately (CanusaWrap) or as a tubular sleeve (CanusaTube).

THICKNESS

Thickness shall be referenced either by the standard nomenclature (T, L, S and Z) or in the case of custom sizing, by the total thickness of the product. If we are supplying a product with a 0.9 mm backing and 1.5 mm adhesive, this product description shall end in "...BK/2.4".

EXAMPLES

Below are examples where sleeve descriptions have changed:

<u>Old</u>	<u>New</u>
K-60 450-450 BK	→ K-60 450-450 WS BK/T
K-60 450-450 YE	→ K-60 450-450 WS YE/T
GTS-65 315-450 BK/L	→ GTS-65 315-450 WS BK/L
WLA 170-450 BK	→ GTS-50 170-450 CW BK/L
WLNN 610-450 BK	→ KLNN 610-450 CW BK/L
KTON 500-450 BK	→ KLON 500-450 WS BK/T
WLOX-B 500-30 BK	→ K-60 HS70-B 500-30 BK
K-60 450-450 BK WW	→ K-60 450-450 WW BK/T
KLO 500-450 BK	→ K-60 500-450 WS BK/L
GTS-65 500-450 BK 1.6/1.2	→ GTS-65 500-450 WS BK/2.8

QUESTIONS

As there can be confusion with this new product naming convention, such as how to name a special product construction, please consult with the relevant Product Manager prior to issuance of any documentation (quotation, technical clarification, etc).

The complete list of product naming conventions and modifiers will be listed once the complete system changeover has been completed.

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