

## Product Rebranding

SuperSeal Brand replaces PTD, KTD, WLD, KLD and WLD names

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.

Previously the product names differed with changes to configuration and thickness. Moving forward all products will be named as per our current naming convention which separates the product brand from configuration, size, thickness and any other modifications.

The following existing product names are being changed to SuperSeal:

PTD, KTD, WTD, KLD and WLD

The formulation for this product is unchanged, as this is purely a branding initiative.

Canusa’s current naming convention describes product attributes such as thickness, color, configuration and special characteristics after the product brand name.

The following describes specific examples as to how the naming convention applies to this product:

PTD 110-150 BK	—————>	SuperSeal 110-150 CT BK/T
KTD 400-225 BK	—————>	SuperSeal 400-225 WS BK/T
WTD-B 150-30 BK	—————>	SuperSeal-B 150-30 BK/T
KLD 200-150 BK	—————>	SuperSeal 200-150 WS BK/L
WLD-B 225-30 BK	—————>	SuperSeal-B 225-30 BK/L

### QUESTIONS

If there are any questions, please consult with the Product Manager.

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