



**Malvern  
Panalytical**  
a spectris company

# Power of One

Malvern Panalytical rebranding guidance for Field Marketing and Channel Partners



# Malvern Panalytical Branding Strategy

We're BIG on small



## Background

Malvern Panalytical's brand portfolio is **multiplex, reflecting its history of mergers and acquisitions** - with legacy brands that have been going to market **under their original brands, still in existence**. As our company is growing, including further acquisitions, we need to **make sure our brand is strong**, and we operate as a **Power of One: under the Malvern Panalytical brand**.

We have developed **an integrated, overarching branding strategy** that clarifies the role for each of the current brands, as well as future brand acquisitions within the portfolio, based on a few clear and simple principles.

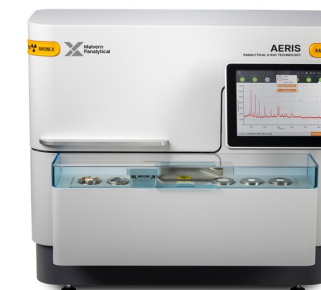
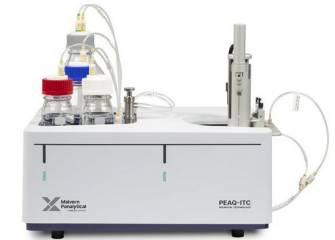


# Product rebranding

## What is the status?

We are rebranding our products to Malvern Panalytical

- New products will be launched as Malvern Panalytical
  - Rollout will be gradual, depending on factors such as priority and stock
  - Hardware and software will be released when available (this will not be synchronized)
  - This is an ongoing process and will continue over the next year
  - Legacy and older products will not be rebranded
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- Website pages are being updated (see later guidance)
  - Digital images are being created and rolled out
  - New marketing material will follow the guidance outlined in this presentation



March 1, 2024

# Power of One

## Brand application on the product



On smaller products, the simple Malvern Panalytical logo will be used.



Company brand name



Product brand

Ingredient/technology brand



Where the product is big enough to accommodate it, the Malvern Panalytical logo with 'a Spectris company' will be used.

# Branding Framework to be used **on the product**



Product name	Branding framework	Heritage	Malvern Panalytical technology
MASTERSIZER 3000+/ 3000 / 3000E / INSITEC / SPRAYTEC	Ingredient brand	MALVERN	LASER DIFFRACTION TECHNOLOGY
ZETASIZER ADVANCE (LAB/ PRO/ ULTRA)	Ingredient brand	MALVERN	LIGHT SCATTERING TECHNOLOGY
MORPHOLOGI 4/ MORPHOLOGI 4-ID	Ingredient brand	MALVERN	IMAGING TECHNOLOGY
AERIS, EMPYREAN, MRD, MRD-XL	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
DDCOM	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
SDCOM	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
OMEGA/THETA XRD	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
WAFER XRD 200/ 300	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
XRD-OEM	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
ZETIUM, EPSILON 1 – 4, XFLOW	Ingredient brand	PANALYTICAL	X- RAY TECHNOLOGY
FORJ	Ingredient brand	CLAISSE	TECHNOLOGY
PEAQ-ITC / PEAQ-DSC	Ingredient brand	MICROCAL	TECHNOLOGY
WAVE DELTA	Ingredient brand	CREOPTIX	GCI TECHNOLOGY
WAVE SYSTEM	Ingredient brand	CREOPTIX	GCI TECHNOLOGY
NANOSIGHT PRO + NANOSIGHT NS300	Ingredient brand	NANOSIGHT	NTA TECHNOLOGY
OMEC	Endorsement	OMEC	A Malvern Panalytical company

All brands will be displayed in capital letters on products.

This is not the case for materials and other content assets – please see next slide.

# Branding Framework to be used on content/assets



Product Name	Branding framework	Heritage	Malvern Panalytical technologies
Service: Aftersales/Consultancy	Master Brand	Malvern Panalytical	
Digital solutions; OmniTrust - Smart solutions	Master Brand	Malvern Panalytical	
Mastersizer 3000+/3000/ 3000E/Spraytec/Insitex	Ingredient brand	Malvern	laser diffraction technology
Zetasizer Advance (Lab/Pro/Ultra)	Ingredient brand	Malvern	light scattering technology
Omnisec	Ingredient brand	Malvern	size exclusion chromatography
Morphologi 4/Morphologi 4-ID	Ingredient brand	Malvern	imaging technology
Aeris, Empyrean, X'Pert <sup>3</sup> MRD, X'Pert <sup>3</sup> MRD-XL	Ingredient brand	Panalytical	X- ray technology
DDCOM	Ingredient brand	Panalytical	X- ray technology
SDCOM	Ingredient brand	Panalytical	X- ray technology
Omega/Theta XRD	Ingredient brand	Panalytical	X- ray technology
Wafer XRD 200/ 300	Ingredient brand	Panalytical	X- ray technology
XRD-OEM i.e. XRD CNA	Ingredient brand	Panalytical	X- ray technology
Zetium, Epsilon 1 – 4, XFLOW, 2830ZT, Axios Fast	Ingredient brand	Panalytical	X- ray technology
FORJ	Ingredient brand	Claisse	technology
PEAQ-ITC/PEAQ-DSC range + both an automated version	Ingredient brand	MicroCal	technology
WAVEdelta	Ingredient brand	Creoptix	GCI technology
WAVEsystem	Ingredient brand	Creoptix	GCI technology
ASD range (Field Spec/Lab Spec/Terra Spec/Halo)	Ingredient brand	ASD	Vis-NIR technology
NanoSight Pro + NanoSight NS300	Ingredient brand	NanoSight	NTA technology
OMEC	Endorsement	OMEC	a Malvern Panalytical company

All materials and content assets will use first letter as a capital then lower-case letters. Just like in the normal English language.

Note that current brand names will remain as they appear in this table, but all new names we create must follow the brand convention of first letter capitalized, followed by lower-case letters, unless they are initials (all caps in this case).

If the name consists of two words both words will start with a capital and be separated by a space.

# General guidance for branding in marketing assets

This is for products where the heritage branding is NOT Malvern OR Panalytical



- On **Front page/Headings**, use the form:
  - Headline: Product name
  - Next line: heritage brand, ingredient technology
  - Next line: strap line if required
- In **body text**, for the first mention of product name, use:
  - Malvern Panalytical Product name, Heritage brand & Ingredient technology (only in first reference instance, if it is important for user understanding / SEO purposes)
  - For example:
    - WAVEsystem, Creoptix GCI technology
    - PEAQ-ITC, MicroCal technology
    - FORJ, Claisse technology
- **Later mentions** of product name:
  - Product name only
- For SEO purposes, if content is used as basis for webpages, heritage and ingredient brands can be mentioned again:
  - Product name, Heritage name & Ingredient technology

[For detailed information see: Product rebranding - copy guidelines.docx](#)



# Web page content

Where heritage brand is the well-known brand and is therefore needed for SEO (search engine optimization) purposes



	Old example	New example	Guidance
Title	Microcal PEAQ-ITC	Malvern Panalytical PEAQ-ITC	Master Brand Product Name
Strap line		MicroCal technology	Heritage brand ingredient technology
Name in content		First instance: Malvern Panalytical PEAQ-ITC, MicroCal technology.  Other instances: PEAQ-ITC	First instance: Malvern Panalytical Product Name, Heritage brand ingredient technology  Other Instances: Product name
Meta title		PEAQ-ITC   MicroCal technology	Product name   Ingredient technology



# Updated digital images

## Sourcing



- Internal marketing teams can find updated digital images in Aprimo
  - There are product image collections on the Aprimo homepage
  - Contact Genevieve Armstrong for more information
- Channel Partners will have new images sent to them by Stuart Macaulay
  - Updated images are sent direct to Stuart for redistribution

# New Print-on-Demand (POD) Portal

Providing sustainably-printed materials to all marketers and channel partners



- New print portal will be launched by end of February 2024 to Channel Partners (Internal stakeholders will be notified when the system is available for them. This is dependent on Legato)
- Current Ipskamp portal will be retired 1 April 2024
- Channel partners will have their own area within the new print portal, and can order print materials for their country/region which will be printed locally rather than being shipped from the Netherlands
- **Benefits**
  - More sustainable
  - Faster delivery times
  - No customs duty or delivery delays
  - Transparency of individual ordering
  - Greater brand control
  - Credit card ordering



# WE ARE MALVERN PANALYTICAL

We're **BIG** on small