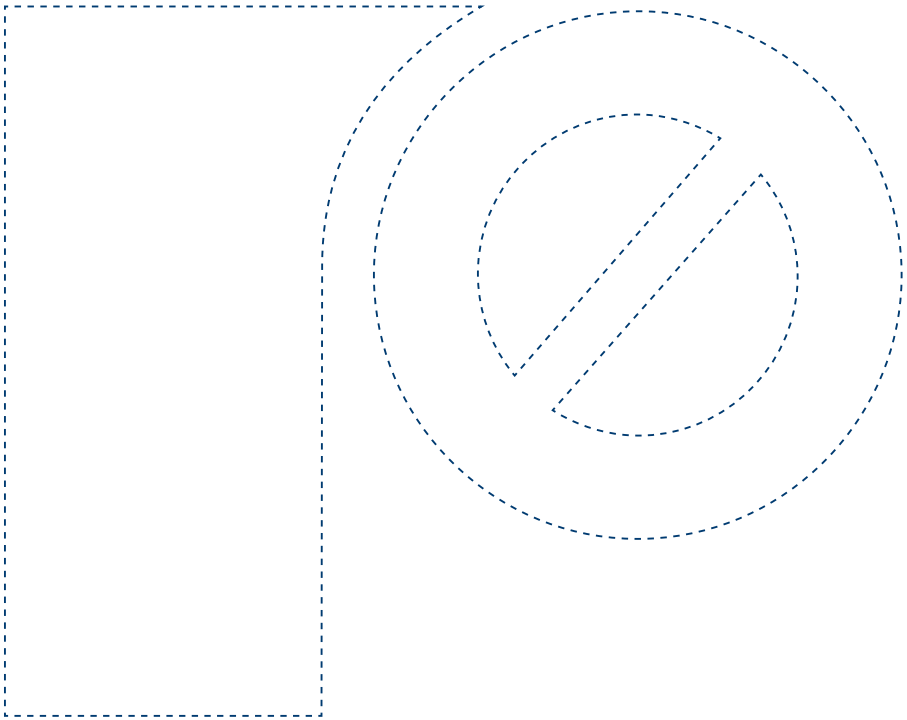
2013 - 2016
Rawlplug Visual Identity
Style Guide



Highlights:

It is strongly recommended that all employees having an impact on the functioning of the Rawlplug brand and corporate identity are properly trained and familiar with the principles of reproduction and implementation of the logo and other system elements.

Foreword

Welcome to the Rawlplug Visual Identity Guide. This is a tool to help guide and strengthen the body of visual communications that will build Rawlplug into a highly recognized and respected brand.

The information provided and discussed in this manual brings a solid foundation to the Rawlplug brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

This manual is specifically aimed at all who are involved graphic design, marketing, promotion and sales activities. It contains general guidelines on how to communicate the brand and how to compose and use all visual elements, as well as containing examples of various applications.

The general principles for the design of the system allows the development and design of new components with stationery, marketing, advertising, electronic and visual information as examples.
The consistent application of the principles contained in this guide will positively affect the communication performance of the newly refreshed Rawlplug brand's Visual Identification System.

The principles contained here may not be freely modified or adapted to circumstances. Derogation of any kind which breaks the rules contained in the guide adversely affect the consistency of brand communication, thereby reducing its rank and causing clients confusion.

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01. Rawlplug Brand

RAWLPLUG®

Trust & Innovation

Rawlplug state-of-art's main objectives are:

1. Rawlplug delivers innovative and trustworthy products

2. Rawlplug is a highly competent brand

3. Rawlplug continues world expansion.

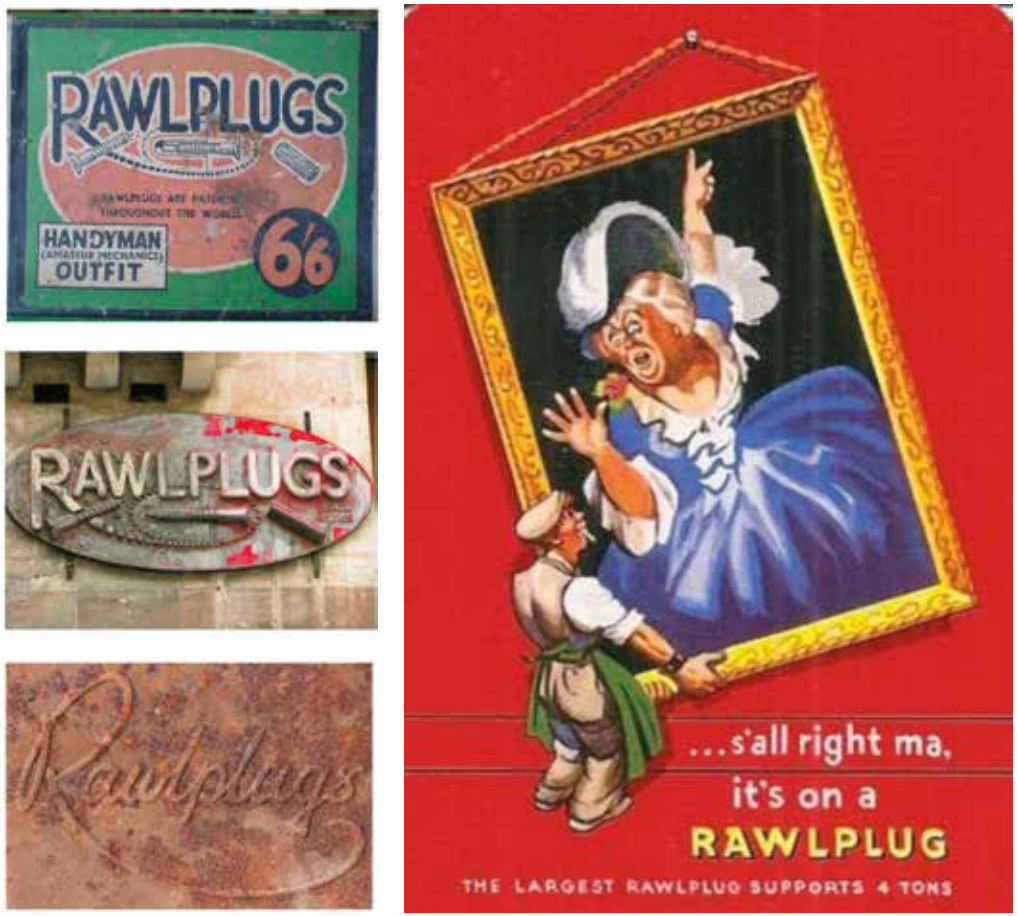
New identity for a new strategy

Design of a new logo Rawlplug is a consequence of the implementation of the state-of-art approved by the company for 2013 - 2018.

The mission of the brand is to provide customers with innovative and reliable products. Unlike any other fixings and fasteners brand in the world, the Rawlplug brand has a long and successful history. Many innovative products were introduced to the world market by Rawlplug. It has good reason, therefore, to point to such a successful history in brand communications.

The new Visual Identity and a new logo support the implementation of these objectives. The standardization of the rules implementing the logo in the form of this manual improves internal efficiency and the outgoing COMMUNICATION.

The quality of the new visuals will support the expansion of sales, and refresh the company's visual identity, presenting it as clean and contemporary. They will promote the company's desire to develop, continue to innovate, and demonstrate professionalism to all stakeholders.



01. Vintage Rawlplug commercials and packaging

Rawlplug Heritage

Mr John Rawling started not just a company but a worldwide industry.

Around 100 years ago Mr. John Rawlings, the eminent British engineer, first experimented with the possibilities of using the principle of expansion as a means of making secure fixings.

The new fixing he invented led to the foundation of the Rawlplug Company. Few romances of commerce can compare with this story, and there are few post-war products that have achieved such international distribution in such a short time. This is the proud distinction of Rawlplug - the world's first fixing company.

01. Vintage Rawlplug signboard

What is Rawlplug Brand Identity?

What's a brand? More than a name or a logo. More than a logo on a box. And more, ultimately, than what the box contains.

Brands are built over time. And over time we'll measure our brand's success by the alignment of the communications and experiences people have with our brand.

Brand as an idea, a promise, and an experience should fulfil five standards:

1. must be appropriate to the real needs of the market
2. must be achievable, or have an appropriate infrastructure, capabilities and personnel to provide its products to customers
3. must be reliable, by keeping the promise of being achievable
4. must be characteristic or have a specific quality that distinguishes it from other brands
5. must inspire and be inspired by the action and enthusiasm of customers, partners, suppliers and employees who are motivated by the potential benefits of this action.

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Trust & Innovation

Positioning, Brand Character and Commitment

Positioning

Positioning is a way to focus the attention of the viewer to leave a lasting memory of the brand. The newly refreshed Rawlplug brand wants to establish its image as an experienced, trustworthy brand with strong traditions, but also wants to communicate its new energy and position in the market. The new slogan „Trust & Innovation" perfectly reflects those goals. That's how Rawlplug wants to be recognized and remembered.

Brand communication

Rawlplug is focusing on innovations and big investments, which illustrate the company's powerful position and strong condition. Rawlplug delivers high quality and innovative products meeting the customer's needs.

Brand character

Rawlplug is a traditional, reliable, and competent brand. The commitment is to deliver the best, innovative solutions.

RAWLPLUG®

Trust & Innovation

RELIABLE

Rawlplug products are trustworthy and have been since 1919. There are many projects all over the world where Rawlplug products have been used.

EXCEPTIONAL

No other fasteners brand has such a long history of success, or so many product innovations or breakthroughs.

SUSTAINABLE

Rawlplug is a sustainable, socially responsible company which cares about clients and co-workers, as well as the natural environment.

INNOVATIVE

For almost 100 years Rawlplug has delivered innovative products to the world.

GENUINE

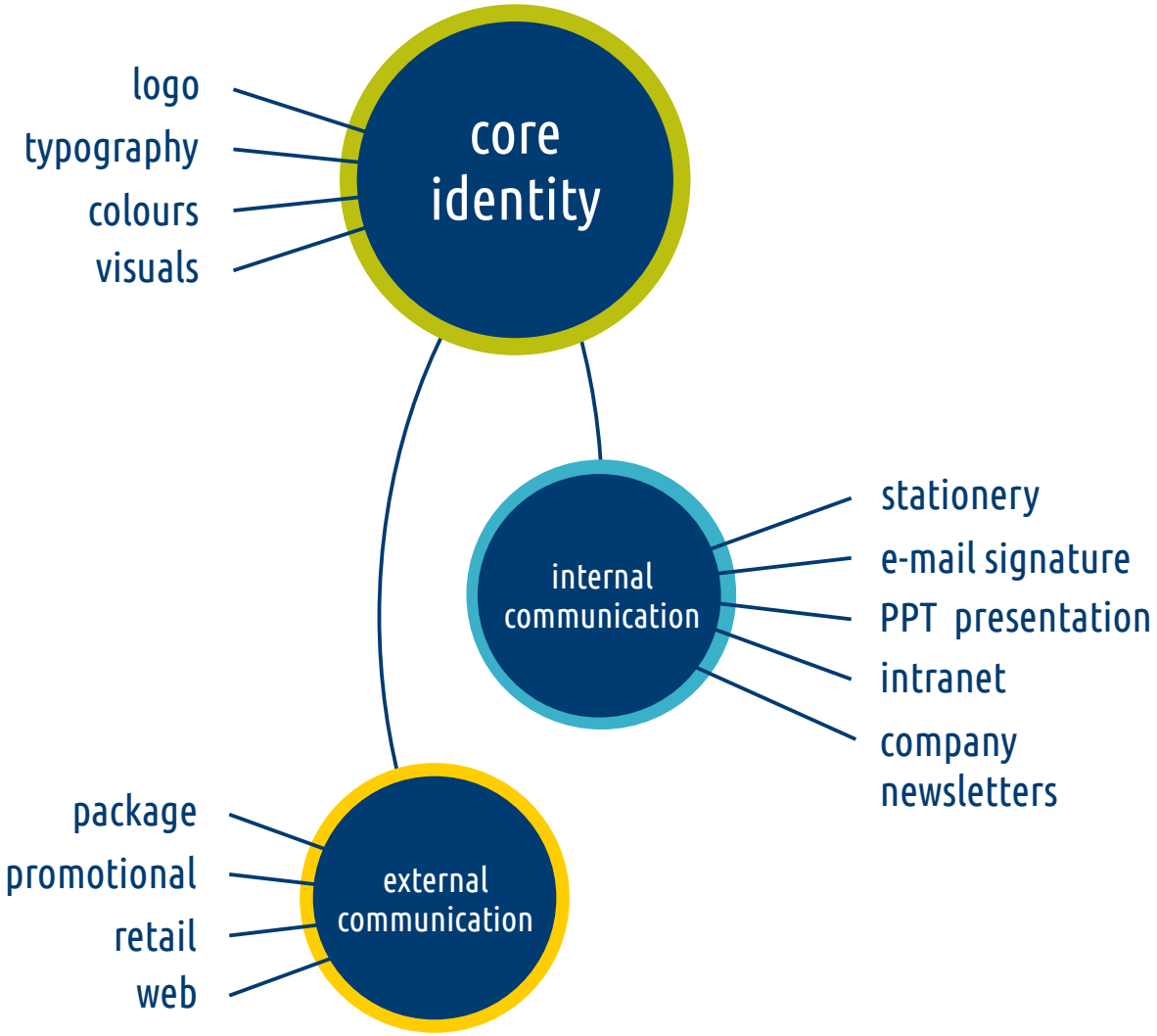
Rawlplug is sincere, trustworthy and reliable, providing dedicated products for the household, as well as for the biggest construction projects and industry in the world.

Rawlplug Brand Personality Traits

It's important to make sure that all of our communications are consistent with the following brand personality traits.

At the very least, it's up to each of us to ensure that our communications do not conflict with the traits.

We picked five words that best sum up Rawlplug's personality. Those are the "personality traits". Brand personality traits describe how our customers will perceive our company.



Rawlplug look and feel

We've created a complete set of design guidelines for using this comprehensive system. These guidelines are intended to ensure consistency over just about every instance of stakeholder contact.

The Rawlplug brand needs to be protected, supported, and communicated clearly and consistently. By doing this the strong, positive perceptions created will drive customers to keep the cooperation and increase the liability of Rawlplug brand.

The core design elements are the essential visual elements of our brand — the Rawlplug logo, typefaces, colour palettes, imagery, and graphics — and are the starting point for any Rawlplug communication.

02. Rawlplug logo

01. new logo - basic version

02. previous logo

03. new logo - reverse version

04. previous reverse version

Logo lifting

Well done logo lifting communicates to customers that the company is introducing specific changes to the scope of its activities.

Refreshing the company's image is very important and can achieve measurable benefits. Sometimes that means only small changes, and other times radical action is needed.

Successful rebranding usually means subtle changes such as the simplification of complex signets, the reduction of moulds, and the modernization of lettering.

The most common reasons for upgrading the image are:

1. The need to modernize the image of the company
2. Increase legibility by simplifying its form, allowing easy adjustment to different forms of reproduction (print, digitization)
3. Create a new company structure with several previously independent entities
4. Adjust the brand to new markets, for example, to correct its reception in other cultural environments

With regard to a new logo Rawlplug decided to „lift", which involved a subtle redesign of the logo which did not deprive it of its original character. Most importantly, this subtle change means no loss of brand awareness or customer perception, which has been shaped over many years.

New logo:

simplified symbol | trimmed letters | frame removal | Registered Trademark

Old logo:

New logo vs. old logo

New logo design benefits:

1. Symbol

- simplified, but still recognizable
- a subtle reduction in the screw head form”r”
- better reproduction in print
- improved readability
- better scaling

2. Trimmed letters

- logotype with trimmed letters gets a lighter look
- greater clarity
- flexible scaling
- better printing in several technologies

3. Badge and frame removal

- lack of a rectangular frame around the logo for every application
- lighter feel
- cleaner form
- more opportunities to use

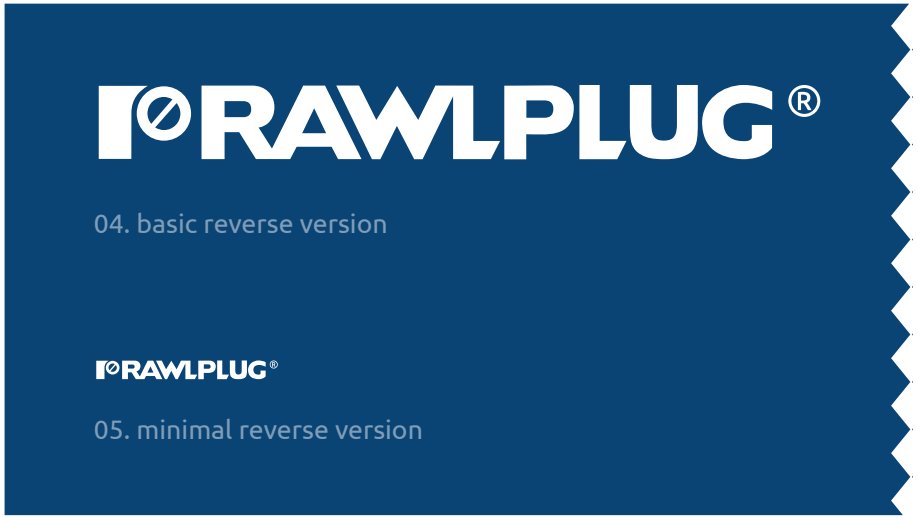
4. Registered trademark symbol

- thanks to sign removal logo can be scaled in more flexible way
- smaller sizes, without losing readability

01. basic version

02. minimal version - 24 mm wide

03. minimal flexo version - 27 mm wide



04. basic reverse version

05. minimal reverse version

Rawlplug Blue
Pantone 541

06. aternative badge version - for cardboard packaging layout

Basic and alternative versions of logo

The basic version of logo

The Rawlplug logo consists of two elements, the Rawlplug symbol and the Rawlplug wordmark. In the preferred version, the logo appears in Rawlplug Blue. In alternate versions, the logo is white, reversed out of the background in Rawlplug Blue.

The alternate badge version is used only on packaging layouts or whenever the Rawlplug logo has to be placed on photographs or other disruptive background.

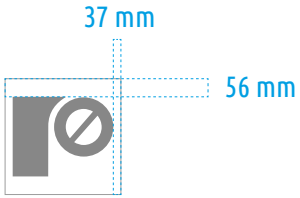
The minimal badge version of logo is 27 mm wide for flexographic prints - a smaller logo does not apply for such printing technology!

The Rawlplug logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

01. basic version

02. symbol

03. Rawlplug favicons



04. Rawlplug favicon clear space construction

04. Rawlplug symbol centred on different shaped surfaces

The Rawlplug symbol

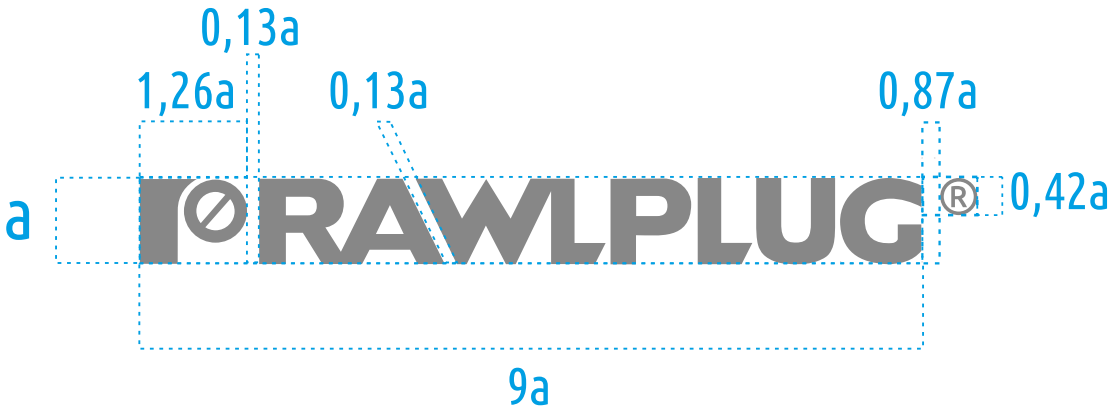
Exceptional logo application

In some instances where physically branded products such as screw heads, plugs, favicon (web browser icon), and accessories do not allow for the optimal display of the full Rawlplug logo due to space or process limitations, an exception may be made to allow use of the Rawlplug symbol on its own. This exception requires approval on a per item basis by the Marketing Department.

Clear space around the symbol has to be adapted to particular circumstances - maximizing the symbol on very small surfaces is needed.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art les, available from the Marketing Department.

The size of a favicon is 16x16 pixels and should exist as an “ico” extension - for optimal display in different web browsers.



01. basic version - construction

02. badge version - construction

Logo construction

Proportions

Logo dimentions are given as a percentage, the reference value is the height of logo - “a”. Any changes of proportion, typography and colour is prohibited. Always use the approved digital artwork, available from the marketing department server.
Only this way of reproduction guarantees the delity of the brand.

01. spot logo
for use on white
backgrounds or where there
is sufficient contrast
between the logo and the background
for reproduction

02. reverse logo
for use on Rawlplug Blue
backgrounds.

Rawlplug Blue
Pantone 541

03. black logo
for use when colour reproduction
is not an option.

04. full-reverse logo
for use when full-colour reproduction
is not an option or viable solution on dark
or black backgrounds.

Black
Pantone Black C

05. gray logo - economical print
for use when colour reproduction
is not an option.

06. full-reverse logo
economical print
for use when full-colour reproduction
is not an option or viable solution on dark
or black backgrounds.

Gray
Pantone Cool Gray 10

Colour variations of the logo

The Rawlplug logo should be reproduced in colour whenever possible.

For specific colour values to use when reproducing the logo (spot or PANTONE®,4-colour process, RGB), refer to the Colour Palette section.

White and Rawlplug Blue are the most effective backgrounds on which to reproduce the logo because it provides a clean, crisp contrast for the logo's colour and elements. If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a colour background.

When the Rawlplug logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

Please try to avoid placing the logo on photographic images.

01. minimal flexo version (cardboard packaging)

02. minimal version

03. minimal version
20 mm - only for special applications, no ® sign

Minimum size of the logo

Minimum size

The Rawlplug logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished.
The minimum size of the logo for print is determined by its width, which should not be reproduced in a size smaller than 30 mm basic and 35 mm badge version.
There might be exeptions from minimal size rule, but only after print proongs.

Print aspects

Minimal sized logo is optimally set for various printing techniques, and can be used in offset, exo, as well as digital. However during any printing, pad printing and laser engraving, special supervision is recommended.

01. logo and clearspace - text and graphic

Clear space

Preserving the integrity of the brand

To preserve the Rawlplug logo's integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photographs or background patterns that may divert attention.

The minimum clear space for the Rawlplug logo is dened as its height. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

02. logo and clearspace - construction

03. logo with a badge and clearspace construction

01. DON'T
typeset the wordmark

02. DON'T
change the colour of the logo, exept for colours defined in this manual

03. DON'T
rearrange elements of the logo

04. DON'T
stretch the logo disproportionately

05. DON'T
change the proportions of logo elements

06. DON'T
change the shape of the badge

07. DON'T
Don't use a pattern within the logo

Incorrect use of the logo

Logo misuse: incorrect use of the Rawlplug logo compromises its integrity and effectiveness.

The examples of logo misuse are not comprehensive; they are only a small sample of possible misuses of the logo.

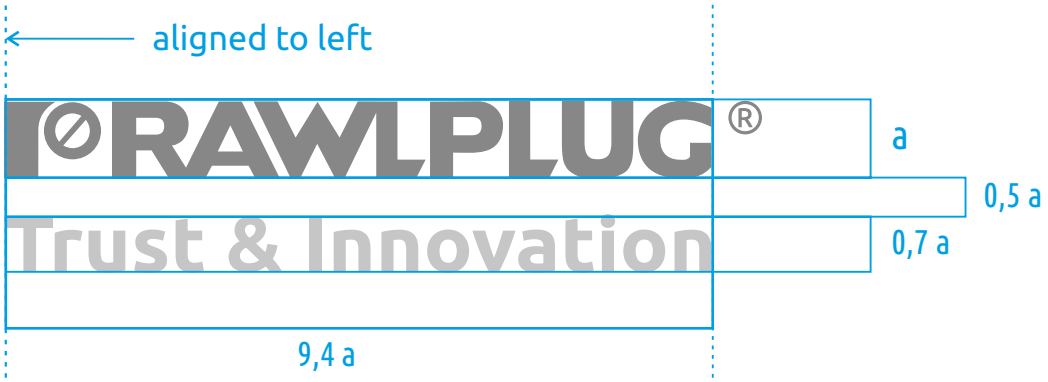
To ensure accurate, consistent reproduction of the Rawlplug logo, never alter, add to, or attempt to recreate it.

Always use the approved digital artwork, available from the marketing department server.

RAWLPLUG®
Trust & Innovation

01. basic version of logo with a slogan - light background

02. basic version of logo with a slogan - Rawlplug Blue background



03. basic version of logo with a slogan - construction

Logo with a slogan

The message: all about Rawlplug

The main slogan perfectly describes Rawlplug's true purpose, attitude and effort. It reflects brand character, positioning and commitment. It appeals to stakeholders' needs and expectations of the fasteners and fixings trade. It enhances trust and provides information about the actual state of the Rawlplug company.

RAWLPLUG®
Trust & Innovation

01. basic version of logo with a slogan - white background

RAWLPLUG®
Trust & Innovation

02. basic version of logo with a slogan - Rawlplug Blue background

RAWLPLUG®
Trust & Innovation

03. basic logo a with slogan - BW economical print version

RAWLPLUG®
Trust & Innovation

04. basic logo with a slogan - BW version

RAWLPLUG®
Trust & Innovation

05. basic logo with a slogan - BW reverse version

Pantone 541
CMYK 100-57-0-38

Pantone 541 50%
CMYK 50-28-0-19

White

Pantone 541 50%
CMYK 50-28-0-19

Pantone 541
CMYK 100-57-0-38

Pantone Cool Gray 9
CMYK 0-0-0-60

Pantone Cool Gray 4
CMYK 0-0-0-30

Pantone 7547
CMYK 0-0-0-100

Pantone Cool Gray 9
CMYK 0-0-0-60

Pantone 7547
CMYK 0-0-0-100

Pantone Cool Gray 10
0-0-0-70

White

Logo with a slogan variations

Appearence, colour and scale.

The slogan is a separate part of the logo and it is not crucial to implement it at all times. The slogan is always written as a normal sentence with big letters. Always use less intensive colour than the logo.

The slogan can not compete with the logo: if logo colour is Pantone 541,100 % -> slogan is Pantone 541 50%).

The type is Ubuntu Regular Bold. Use grids to arrange the layouts and keep the clear space of the logo at all times.

01. minimum slogan version 31 mm

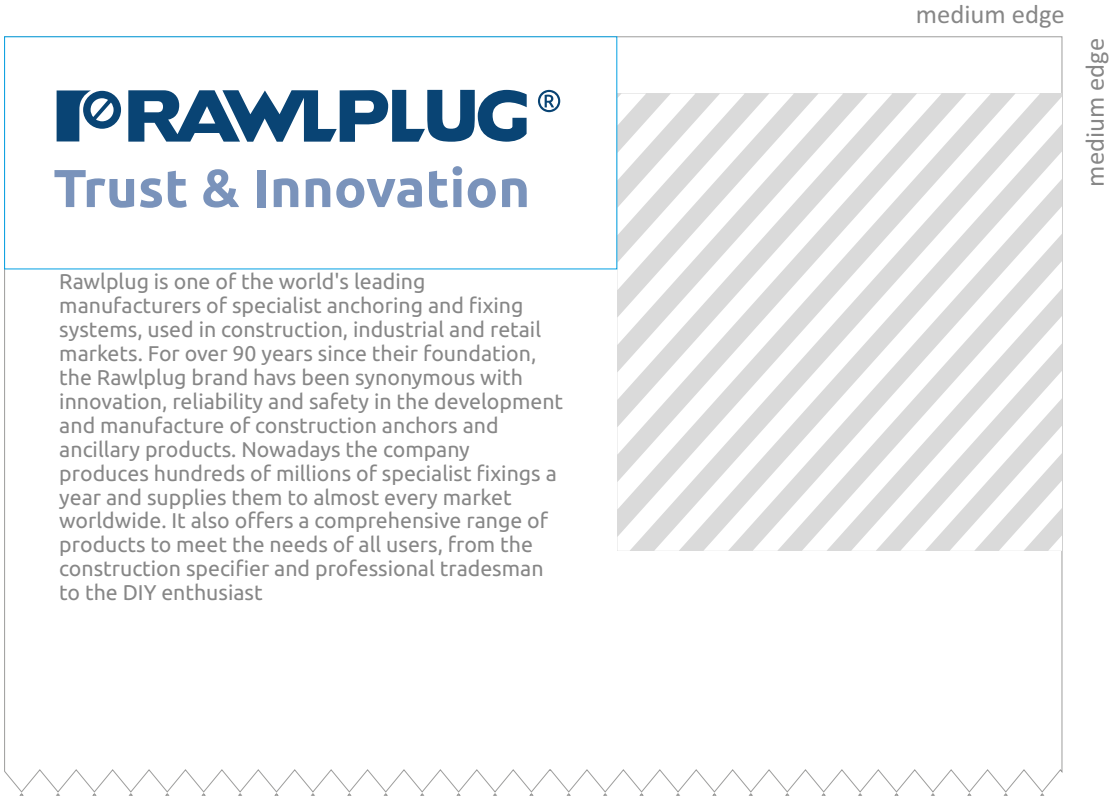
Logo with a slogan minimum size

Minimum size

The Rawlplug logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo with a slogan for print is determined by its width, which should not be reproduced in a size smaller than 30 mm. There may be exceptions to the minimal size rule, but only after print proofings.

Print aspects

Minimal sized logo is optimally set for various printing techniques, and can be used in offset, flexo, as well as digital. However during any printing, pad printing and laser engraving, special supervision is recommended.



01. logo with a slogan - text and graphic

02. logo with a slogan clearspace area

Logo with a slogan

Clear space

To preserve the Rawlplug logo's integrity and readability, always maintain a minimum clear space around the logo. The minimum clear space for the Rawlplug logo is dened as it's height. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Core Rawlplug Colours

Colour Palette

The Rawlplug logo should be reproduced in colour whenever possible. For specic colour values to use when reproducing the logo (spot or PANTONE®, 4-colour process, RGB), refer to the Colour Palette section. Rawlplug Blue and white are the most effective background colours on which to reproduce the logo because those provides a clean, crisp contrast.
If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a colour background.

When the Rawlplug logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.
These colours are equivalent to the PANTONE colour values cited in the table, the standards for which may be found in the current edition of the PANTONE Colour Formula Guide.

For 4-colour process printing, refer to the CMYK values shown here.

For on-screen and web applications (PowerPoint, video, broadcast, web sites, intranets, extranets, mobiles), refer to the RGB/HEX values specified. The colours shown throughout this manual have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE Colour Standards. PANTONE is a registered trademark of Pantone, Inc.

Variations in colour may occur, but try to match the Rawlplug colour palette as closely as possible. For 4-colour printing, use the CMYK values as a starting reference.
Print vendors may have their own values and formulas for matching PANTONE colours in 4-colour process, but the goal should always be to match the PANTONE standard of the Rawlplug colour palette. Colour variations may also occur on-screen as a result of different screen calibrations and/or software applications being used.

Reproduction and colour

Be aware of the quality of the materials which are being used to produce various visual identity system elements. Some materials will not be able to maintain the correct, positive perception of the brand over time. Mediocre quality and neglect undermines the Rawlplug brand image. Highquality materials and modern printing techniques, (i.e.: paint, foil, paper, cardboard and other materials) will have a direct impact on the precision of reproduction.

	Rawlplug Blue	Black	Gray
CMYK	100-57-0-38	0-0-0-100	0-0-0-70
RGB	0-51-102	0-0-0	104-103-108
HTML	#003366	#000000	#68676c
Pantone	541	7547	Cool Gray 10
Foil Oracal	050	070 black	Cool Gray 10

Rawlplug Blue
Pantone 541

The Rawlplug Blue

Symbolism of colour

Blue is the colour of the planet: the ocean and the sky. It is described as a favourite colour by most people and is the colour most preferred by men. This is the most commonly used colour in corporate identity and 53% of the flags in the world contain blue.

It symbolizes seriousness and confidence, but also trust, dignity and authority. Dark blue in particular is associated with intelligence, stability, unity, and conservatism. Deep royal blue or azure is associated with wealth, and even a touch of superiority.

Light and dark blue together inspires confidence and suggests truthfulness. Blue is often used to decorate offices because research has shown that people are more productive in blue rooms.

Colour composition

Blue in combination with other colours.
Deep blue is associated with cold weather. Blue with gray looks elegant, it goes well with green. A little blue can be used to calm hot red. Blue in combination with yellow guarantees continued attention. Dark blue with metallic silver is associated with elegance.

03. Visual elements

Rawlplug colour palette

These colours are equivalent to the PANTONE colour values cited in the table, the standards for which may be found in the current edition of the PANTONE Colour Formula Guide (Pantone Colour Bridge).

For 4-colour process printing, refer to the CMYK values shown here.

For on-screen and web applications (PowerPoint, video, broadcast, web sites, intranets, extranets, mobiles), refer to the RGB/HEX values specified. The colours shown throughout this manual have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE Colour Standards. PANTONE is a registered trademark of Pantone, Inc.

Colour films equivalent to Pantone were chosen from Oracal 651 quide.

Variations in colour may occur, but try to match the Rawlplug colour palette as closely as possible. For 4-colour printing, use the CMYK values as a starting reference. Print vendors may have their own values and formulas for matching PANTONE colours in 4-colour process, but the goal should always be to match the PANTONE standard of the Rawlplug colour palette. Colour variations may also occur on-screen as a result of different screen calibrations and/or software applications being used.

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Basic brand colours:

Rawlplug Blue | Rawlplug Blue 90% | Rawlplug Blue 80% | Rawlplug Blue 20%

Black 100% | Gray 50% | Gray 15%

Supplementary brand colours:

Rawlplug Green | Rawlplug Orange | Rawlplug Red | Pantone 542 | Pantone 7502

Substrates:

metal | universal | solution kit | hollow plasterboard & phosphate | solid | timber | promo handyman

Rawlplug colour palette

Colour identification

To enable fast colour identification for both clients and employees, different colour sets are available to use:

1. for promotional brand communication
2. for internal communication
3. for products and substrates identication
4. for monochrome and BW printing

Rawlplug Blue | Rawlplug Blue 90% | Rawlplug Blue 80% | Rawlplug Blue 20%

Rawlplug Orange | Rawlplug Red | Rawlplug Green | Pantone 542

01. for promotional brand communication

Rawlplug Blue | Rawlplug Blue 90% | Rawlplug Blue 80% | Rawlplug Blue 20% | Rawlplug Green | Pantone 542 | Pantone 7502

02. for internal communication

Rawlplug Blue | Rawlplug Blue 90% | Rawlplug Blue 80% | Rawlplug Blue 20% | metal | universal | solution kit | hollow plasterboard & phosphate | solid | timber | promo handyman

03. for products information - substrates identification

Rawlplug Blue | Rawlplug Blue 90% | Rawlplug Blue 80% | Rawlplug Blue 20% | Black 100% | Gray 50% | Gray 15%

04. for monochrome and BW printing

Rawlplug colour palette

Basic brand colours

This group of colours is the most common in use. Rawlplug Blue is the first brand colour and will appear on each element of visual identification, as a strong characteristic of the Rawlplug Brand.

Rawlplug Green and Rawlplug Orange are two supplementary colours and are used to brighten up all compositions with a subtle accents.

	Rawlplug Blue	Rawlplug Blue 90%	Rawlplug Blue 80%	Rawlplug Blue 20%
Pantone	541	541 90%	541 80%	541 20%
CMYK	100-57-0-38	92-55-0-22	80-55-10-15	20-10-5-0
RGB	0-51-102	15-90-150	62-98-149	205-214-228
WEB	#003366	#1C5188	#3E6295	#CDD6E4
RAL	5026/5003*	5017	-	-
ORACAL	050	067	-	-

	Black 100%	Gray 50%	Gray 15%
Pantone	process black	cool gray 7	cool gray 2
CMYK	0-0-0-100**	0-0-0-50	0-0-0-20
RGB	30-30-20	154-155-156	213-214-210
WEB	#0A0A0A	#9A9B9C	#D5D6D2
RAL	9005	9022	7035
ORACAL	070	076	072

*** Rawlplug Blue RAL - 5003 is an alternative economical version.**

**** Black - to receive a deep black colour it is recomended to use CMYK 63-62-59-94 values (when a more sophisticated effect is needed, for example larger surfaces of black, in folders, or other representative printed elements)**

Rawlplug colour palette

Supplementary brand colours

Rawlplug Green and Rawlplug Orange are two supplementary colours and are used to brighten up all compositions with a subtle accents.

	Rawlplug Green	Rawlplug Green	Rawlplug Orange	Rawlplug Red	Pantone 542	Pantone 2995	Pantone 7502
Pantone	376	374	124	179	542	2995	7502
CMYK	59-0-100-0	31-0-67-0	0-32-100-0	0-89-84-0	65-19-1-4	100-0-0-0	6-14-35-7
RGB	122-184-0	199-214-115	234-171-0	222-56-49	100-160-200	0-164-232	211-191-150
WEB	#7AB800	#C7D673	#EAAB00	#EDE3831	#64A0C8	#00A4E8	#D3BF96
RAL	6038	-	1005	300	-	-	-
ORACAL	063	-	019	031	-	-	-

Rawlplug colour palette

Substrates colours

This set of colours is used to identify products and substrates, according to DIY needs.

They allow fast identification on packaging, folder covers, flyers, or retail branding.

	metal	universal	solution kit	hollow plasterboard & phosphate	solid	timber	promo handyman
Pantone	cool gray 7	process cyan	368	108	151	4635	485
CMYK	0-0-0-60	100-0-0-10	72-0-100-0	0-18-100-0	0-60-100-0	45-70-100-25	0-100-100-10
RGB	127-127-131	0-153-216	113-162-51	241-205-0	212-120-0	118-75-27	184-0-12
WEB	#7F7F83	#0099D8	#71A233	#F1CD00	#D47800	#764B1B	#B8000C
RAL	9022	5015	6018	1021	2004	8024	3000
ORACAL	076	053	063	021	034	092	031

Layout compositions

Compositions

To design promotional layouts there are two visual compositions: **Visual 1** and **Visual 2**.

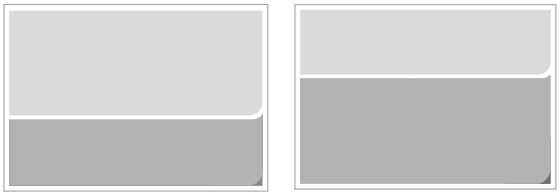
All layouts are based on modular tetragonal elements locked up to grids. This elastic system enables many possibilities to arrange new compositions.

Two rules must be maintained:
proper tetragonal corners and the grid. All modules can be filled with a colour, photographs or text. The grid sets the margins. The logo placement has to be maintained, as specified.

01. Visual 1 - examples

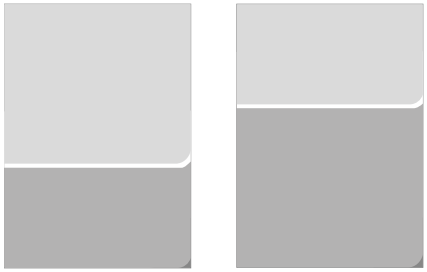
02. Visual 2 - examples

01. Visual 1A vertical cover layout variations - with margins (no bleeds)

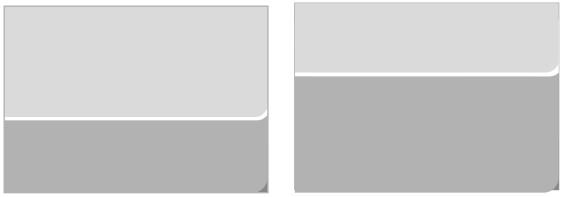


02. Visual 1A horizontal cover layout variations
- with margins (no bleeds)

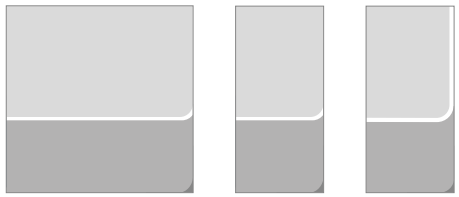
03. Visual 1A square and 1/3 A4 folder cover variations
- with margins (no bleeds)



04. Visual 1B vertical layouts - without margins (with bleeds)



05. Visual 1B horizontal layouts
- without margins (with bleeds)



06. Visual 1Asquere and 1/3 A4 folder cover layout
- without margins (with bleeds)

Layout compositions

Visual A

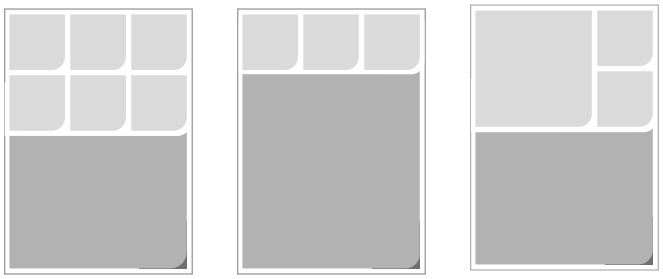
This cover layout consists of two modules:
an image eld and brand eld. Brand area can be lled with a logo, slogan, headlines or texts. Brand area always appears in Rawlplug Blue (pantone 541) or white and contains logo with a clear space.

Golden ratio

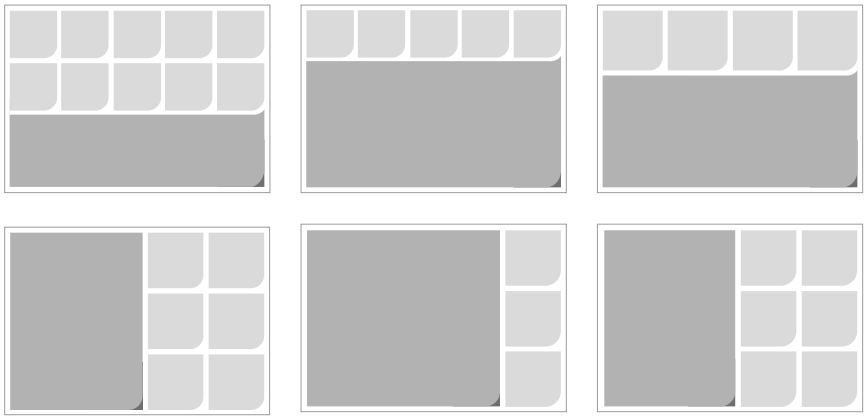
Visual A layout is composed according to golden ratio proportion. In mathematics and the arts, two quantities are in the golden ratio if their ratio is the same as the ratio of their sum to the larger quantity. Many 20th century artists and architects have proportioned their works to approximate the golden ratio believing this proportion to be aesthetically pleasing.

When to apply Visual A layouts?

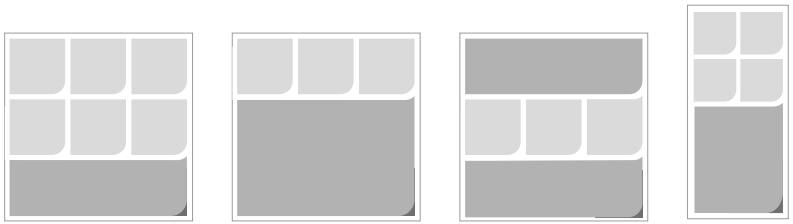
- promotional folders and brochures of a single product or line of products
- Rawlplug business publications inside and outside the company
- good for large, high quality photo exposition.



01. Visual B vertical cover layout variations



02. Visual B horizontal cover layout variations



03. Visual B square and 1/3 A4 folder cover layout variations

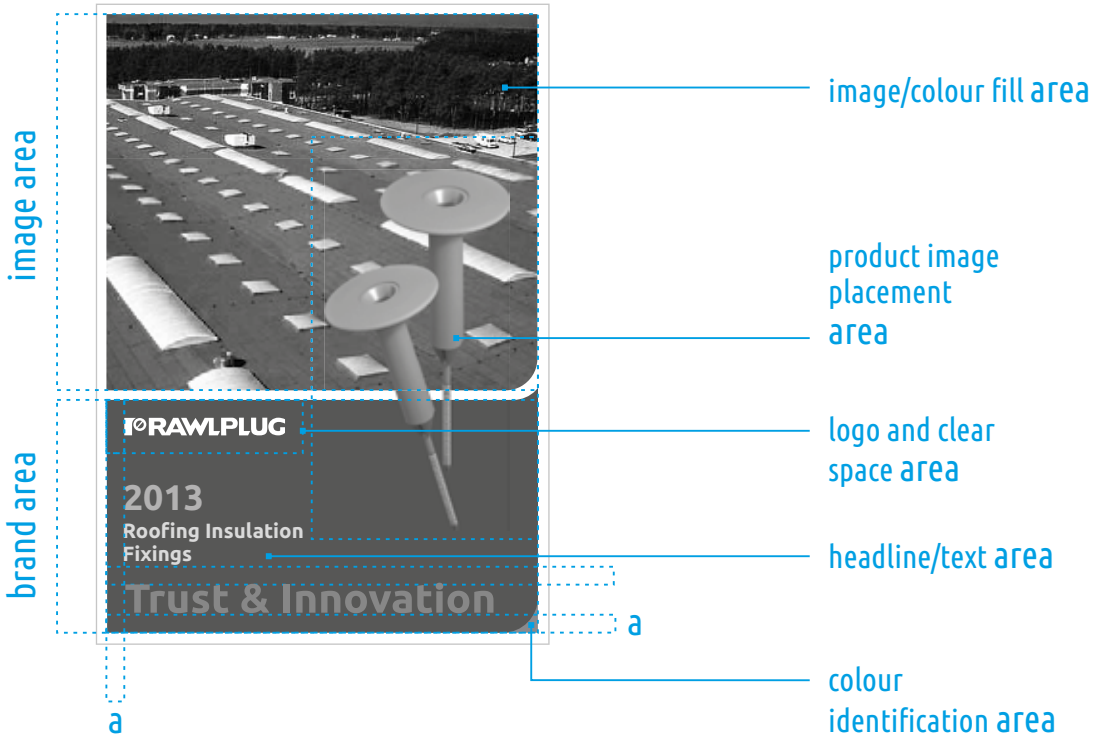
Layout compositions

Visual B

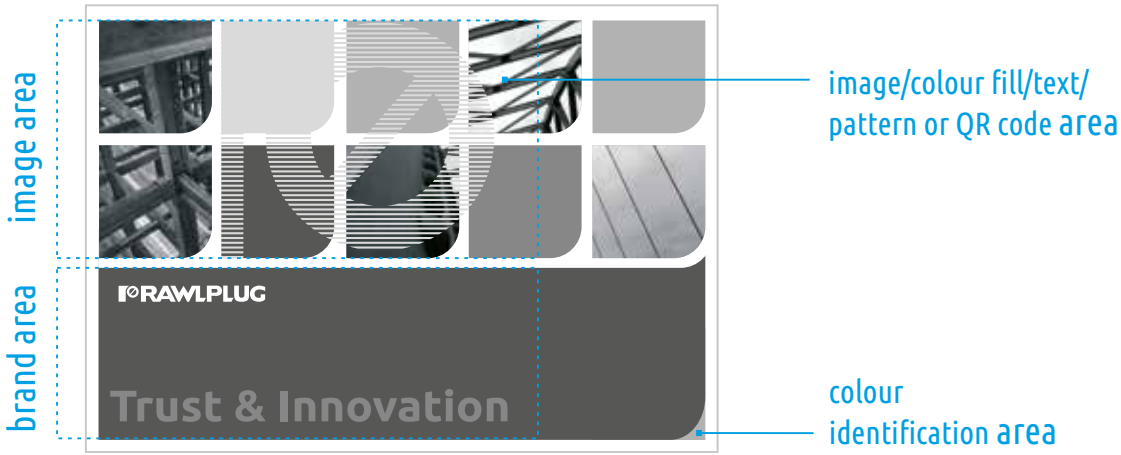
This is an alternative cover layout composed of multi-functional modular areas, which can be filled with colour, pictures, headlines or text. One eld always appear in Rawlplug Blue (pantone 541) or white and contains logo with a clear space.

When to apply Visual B layouts?

- comprehensive product catalogues
- many different images to show
- digital publications



01. Visual 1



02. Visual 2

Layout compositions

Modular areas

Each area can be filled with a colour, text or an image. Brand area has to carry logo and slogan. It is recommended that the module at the bottom of the composition be chosen for the brand area.

Colour identification

Each bottom right hand corner carries the information coded as a colour for different kinds of materials: promotional, internal or product communication. This colour location is clearly visible, even whilst quickly sorting through a large pile of papers.

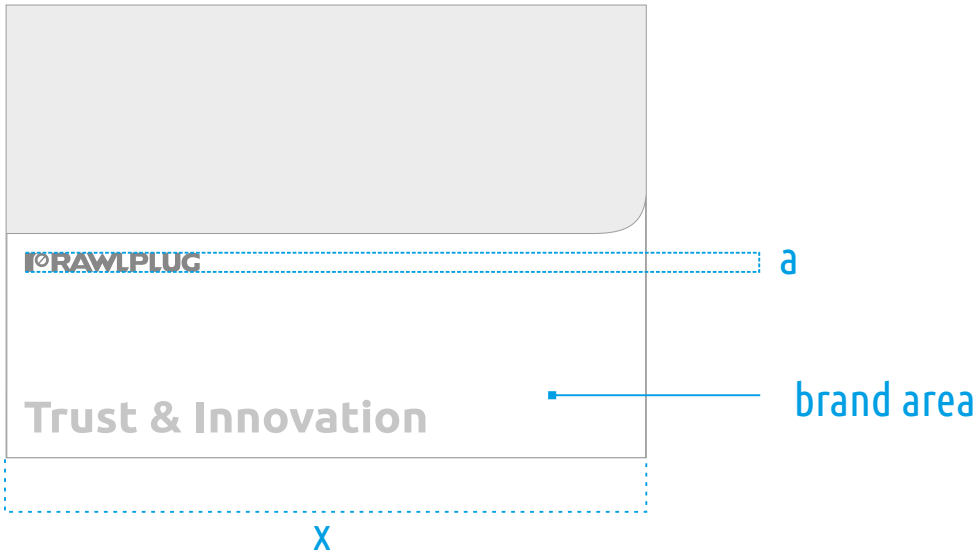
03. Colours for promotional brand communication

04. Colours for internal communication

05. Colours for products information
- substrates identification

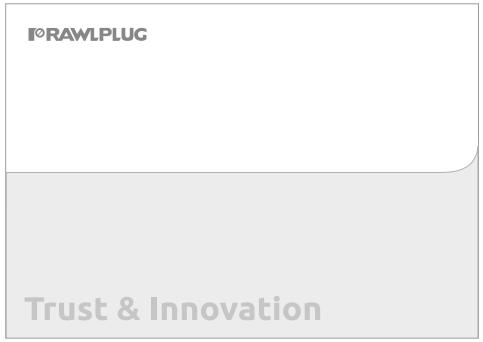
06. Colours for monochrome and BW printing

horizontal compositions



01. logo width: **0,27x**
edge clear space: 1a = 1 logo height

02. logo width: **0,33x**
edge clear space:
1,5a = 1,5 logo height



03. logo width: **0,25x**
edge clear space
2a = 2 logo heights

The Rawlplug logo

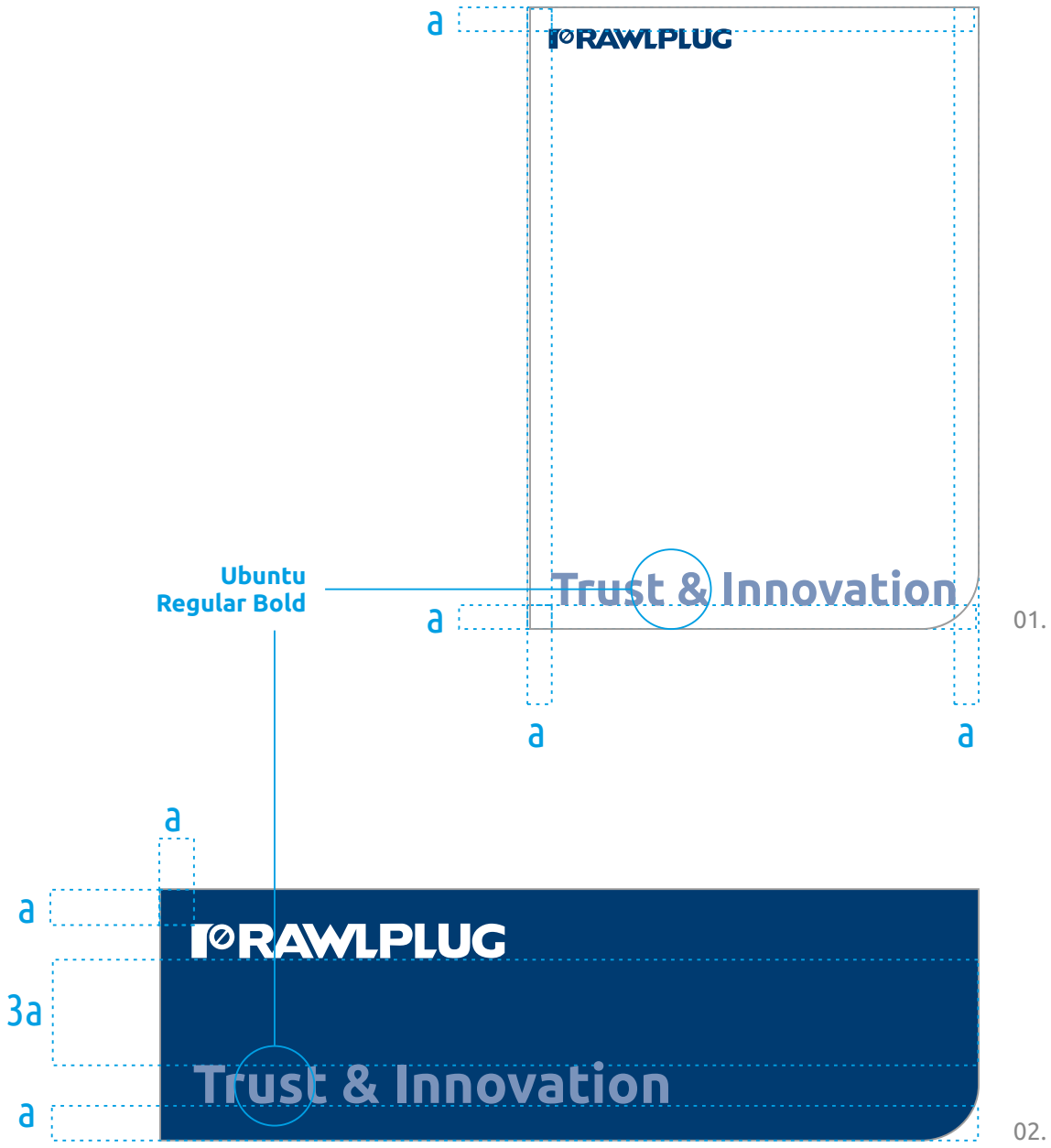
Logo appearance and scale on horizontal compositions

Whenever possible, the Rawlplug logo should appear in the upper left-hand corner of the brand area.

Clear space from the bottom and right edge is at least equal to the height of the logo, but if the logo is less then 1/3 of the items wide clear space from the edge should be increased (see the picture on the left).

If the logo cannot be placed in the upper left corner, an acceptable alternate placement is the top right corner.

Be sure to maintain the same amount of clear space from the top and left edges.



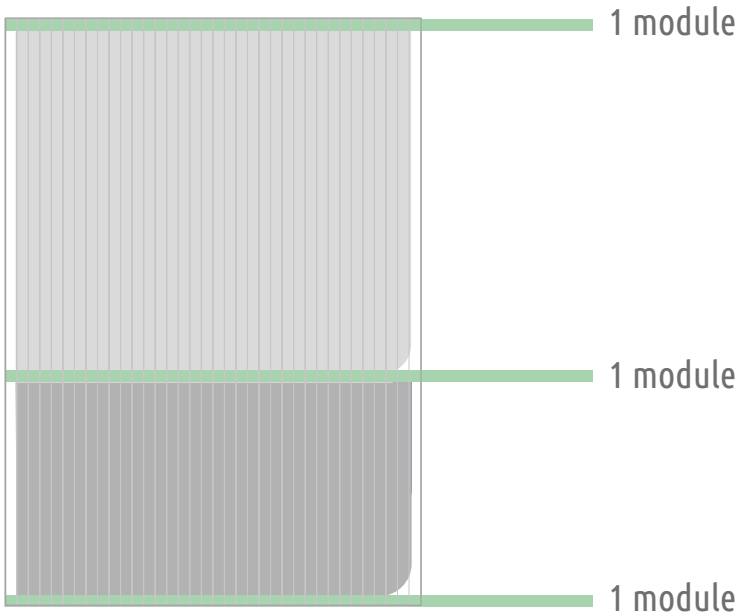
The Rawlplug logo and slogan placement

Alternative slogan placement

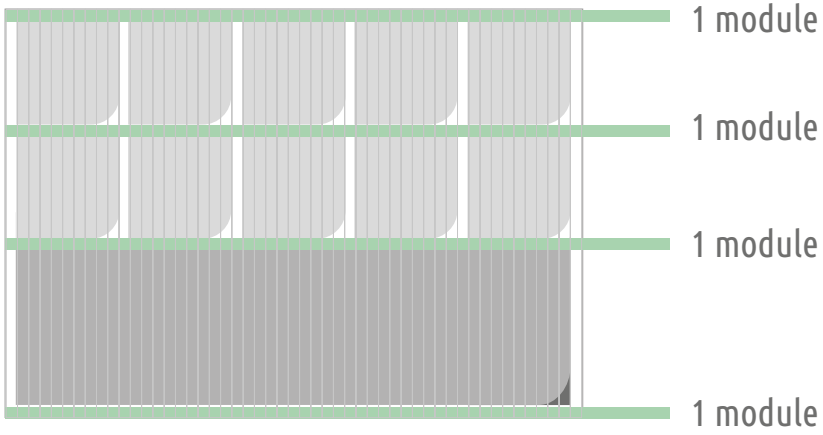
The slogan is a separate part of the logo and it is not crucial to place it under the logo at all times.

It is allowed to put the slogan in a different scale and location, but following 4 simple rules:

1. The slogan appears not less than a current logo clearspace from the edge of a layout (example 01. on the left).
2. The slogan can be bigger and wider than the logo, but is has to be in a distance more than 3a (a - current logo size clearspace) from the logo vertically (example 02. on the left).
3. The slogan and logo are aligned to the left.
4. Always adjust the logo and the slogan to the provided grids.



36 modules
A4



51 modules
A4

Visual elements

Grid

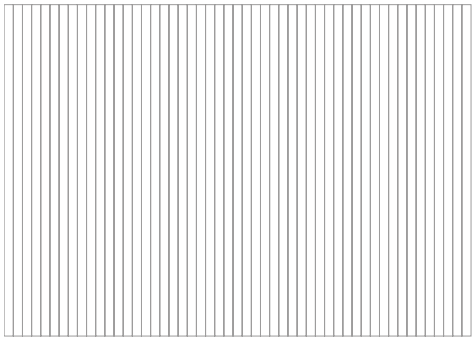
Grids bring order to the page; they are the structural foundation for the consistent organization of all graphic, text and photographic elements. The grid system maintains a consistent visual identity for the Rawlplug brand.

It is fundamental to the overall design scheme, creating a common link between the print produced for each art form. A set of grids, sharing the same units of measurement, has been
developed to cope with the breadth of Rawlplug marketing material.

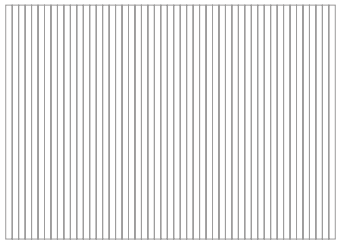
Visual elements

Grid

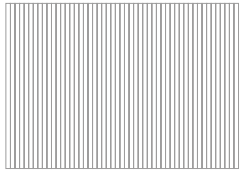
The grid sets accommodate the logo and lock-up information and provide a consistent design framework across all formats and applications. Formats are divided into an equal number of vertical units, providing the framework for positioning the logo and lock-up information.



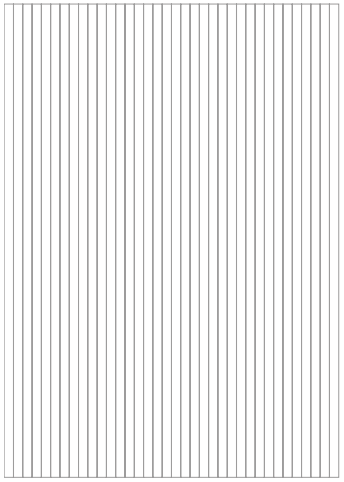
51 modules
A2



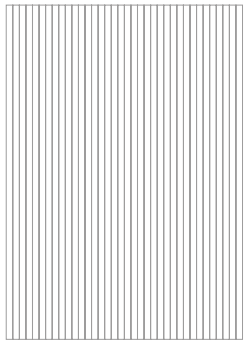
51 modules
A3



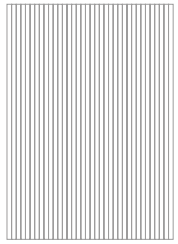
51 modules
A4



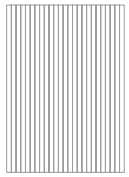
36 modules
A2



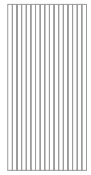
36 modules
A3



36 modules
A4

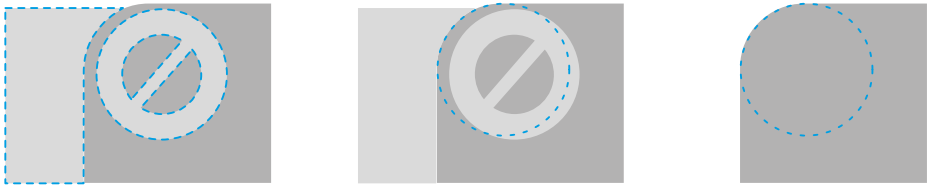


25 modules
A5

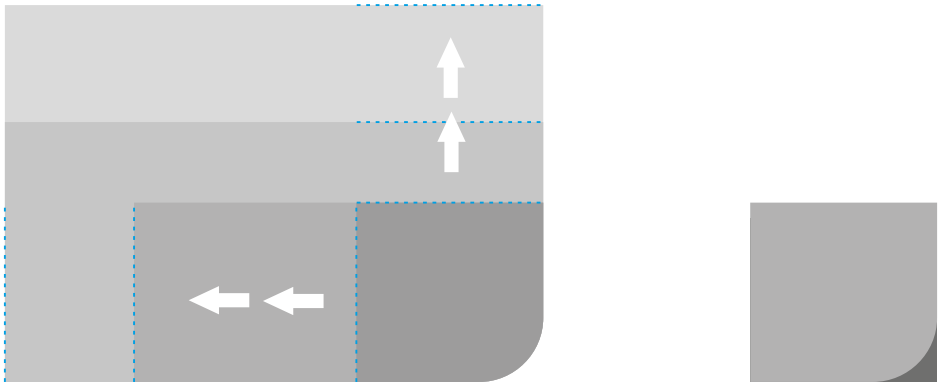


17 modules
99x210 mm

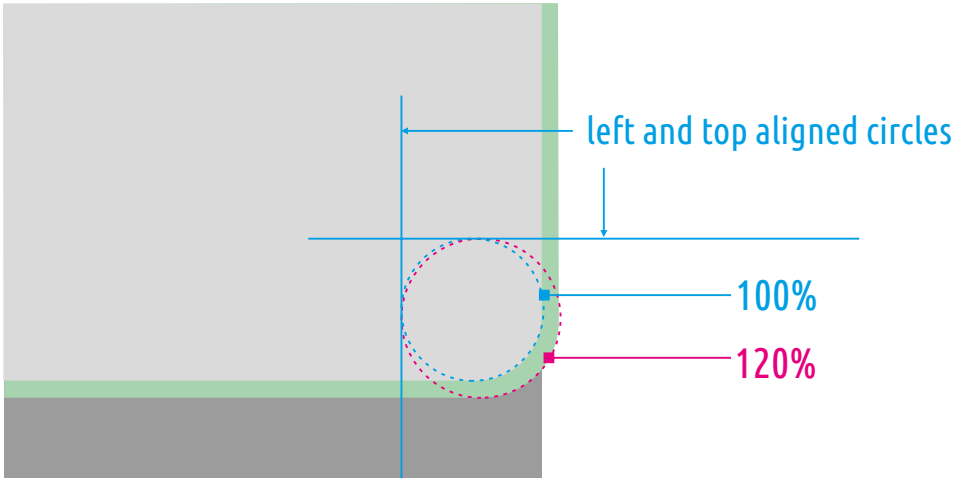
25 modules
60x90 mm



01. The origin of tetragonal element



02. Scaling of tetragonal element



03. Creating the layout rounded elements

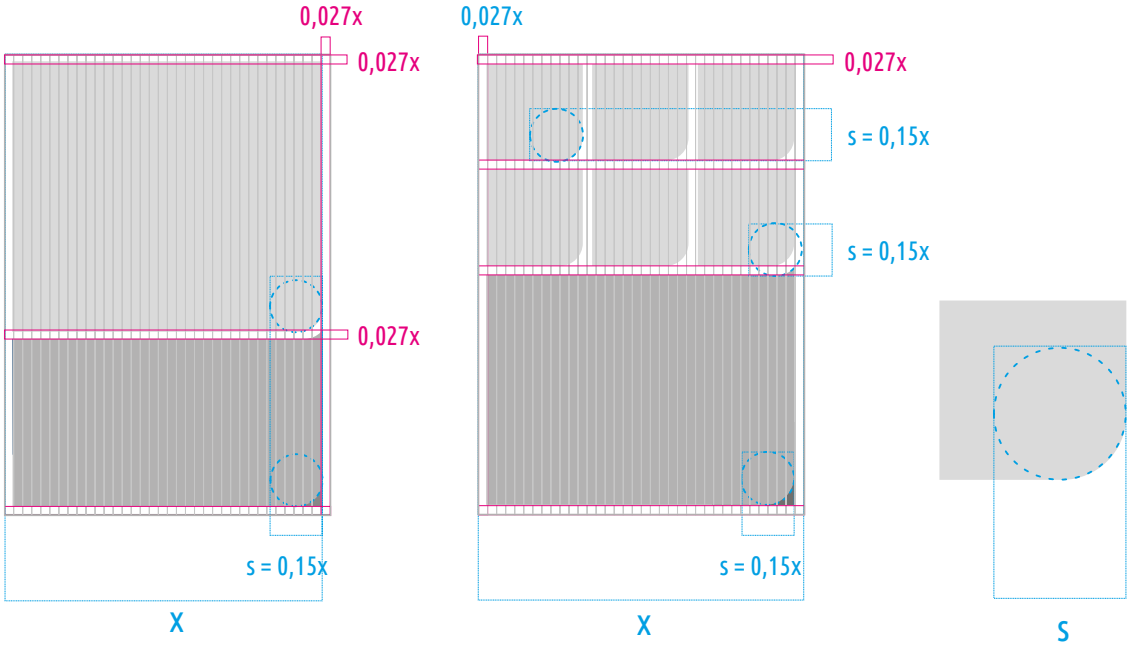
Layout compositions

Tetragonal, basic element of layout compositions

All layouts are based on the same basic element - tetragonal form with a bottom right hand rounded corner. These tetragonals multiplied and locked up to grids form two basic layouts: "**visual 1**" and "**visual 2**".

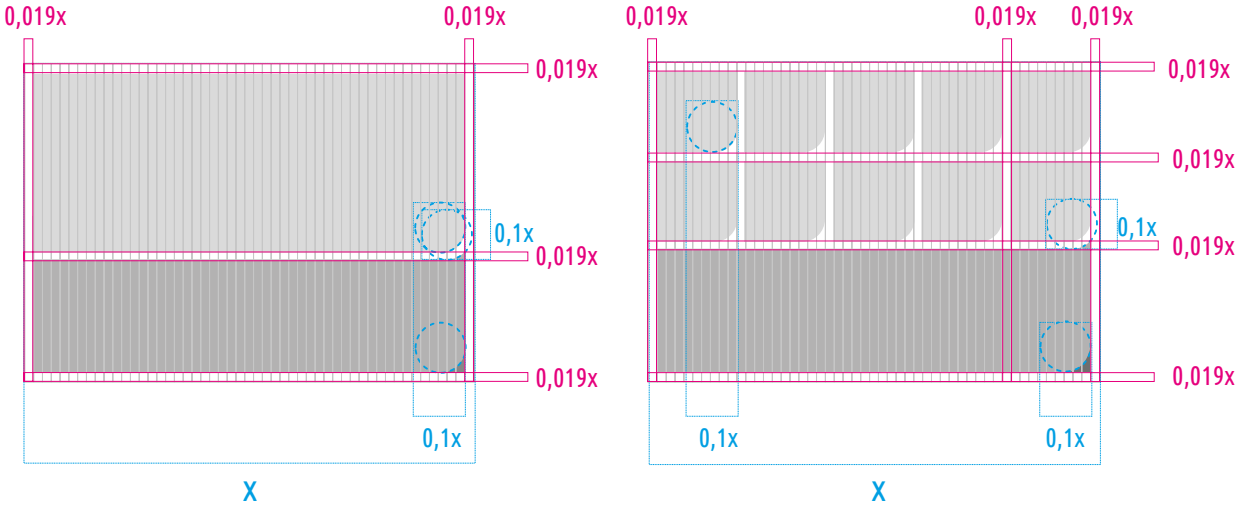
The origin of visual elements

The Rawlplug logo was the main inspiration to create visuals. Tetragonal shape with one rounded corner came from the symbol of the logo - the letter "r" (see picture 01.). Tetragonal shape will appear on each layout, creating a constant, modular and technical look.
By adjusting and multiplying these elements creation of various layouts is possible.
All elements of the composition, such as logo, texts, tetragonals, have to be locked up to the grid.



1 vertical grid module = 0,027x

01. Editing corner roundness for vertical compositions



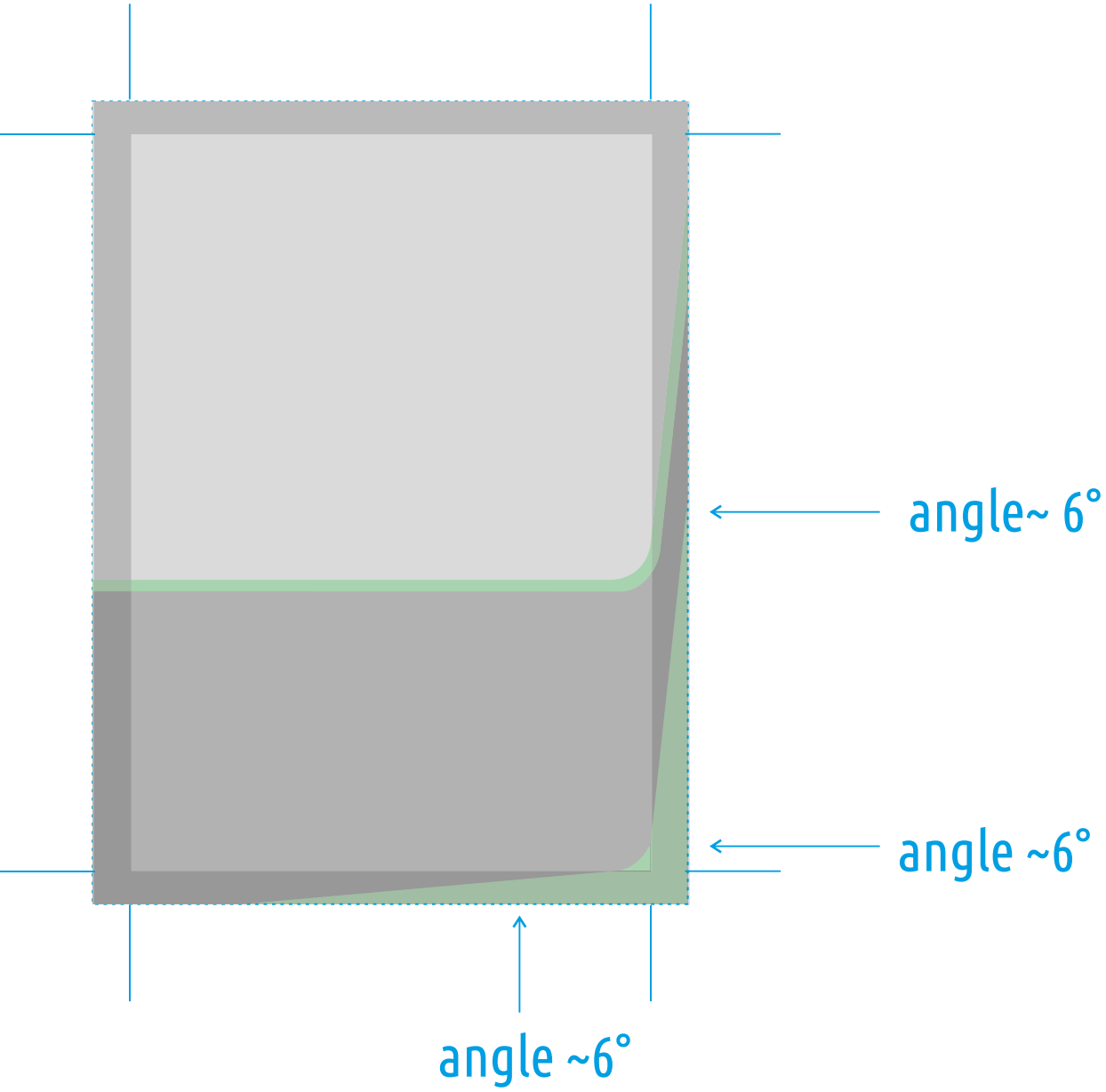
1 horizontal grid module = 0,019x

02. Editing corner roundness for horizontal compositions

Layout compositions

Tetragonal element: construction and editing corner roundness

The diagonal of the rounded corner element has to be constant for each layout and is set up proportionally to the width of the designed item (x). There is a different proportion for vertical and horizontal layouts (see picture 01 and 02)



01. Visual 1B vertical layouts - creating bleeds

Layout compositions

Visual B - construction and creating bleeds

The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colours can extend into the bleed area and after trimming, the bleed ensures that no un-printed edges occur in the nal trimmed document.

It is very difficult to print exactly to the edge of a sheet of paper/card. To achieve this it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required nished size. Images, background images and lls which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Bleeds in the UK and Europe are generally 2 to 5mm from where the cut is to be made. This can vary from one print company to another.

background colour - 100% Rawlplug Blue (100% Pantone 541)

symbol colour - 90% Rawlplug Blue (90% Pantone 541)

background colour - white

symbol colour - 15% Rawlplug Blue (15% Pantone 541)

01. Symbol texture

background colour - 100% Rawlplug Blue (100% Pantone 541)

texture colour - 90% Rawlplug Blue (90% Pantone 541)

background colour - white

texture colour - 15% Rawlplug Blue (15% Pantone 541)

02. Pattern texture

Layout compositions

Texture patterns

Visuals can be decorated with patterns or textures in order to create attractive compositions. Please ensure that none of the texture patterns are placed behind the logo. The Rawlplug logo must be visible in a clear space at all times.

04. Typography

Ubuntu Regular
Ubuntu Light
Ubuntu Regular Italic
Ubuntu Regular Bold
Ubuntu Regular Bold Italic
Ubuntu Condensed
Ubuntu Light Condensed

Ubuntu Monotype Normal
Ubuntu Monotype Italic
Ubuntu Monotype Bold
Ubuntu Monotype Bold Italic

Tahoma Regular

Aaą *Aaą* Aaą

Typography

Ubuntu font family

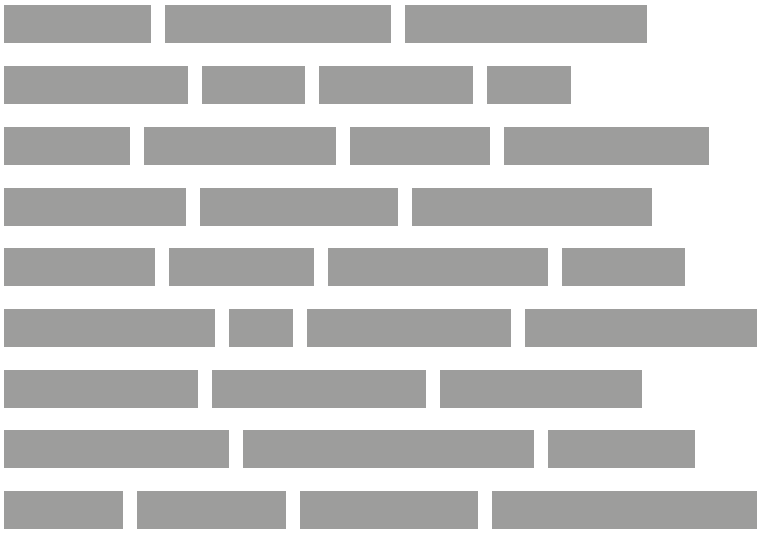
To help provide a consistent, unified look in the Rawlplug brand's use of typography, the Ubuntu typeface should be used on all communications for Rawlplug products and brand identity. The thick and thin quality of Ubuntu sans serif characters is simple yet distinctive and supports the straightforward attitude of the Rawlplug brand. The Ubuntu Font Family has been included in the Google Fonts directory, making it easily available for web typography. Ubuntu font is avaliable to install for PC and IOS system as well

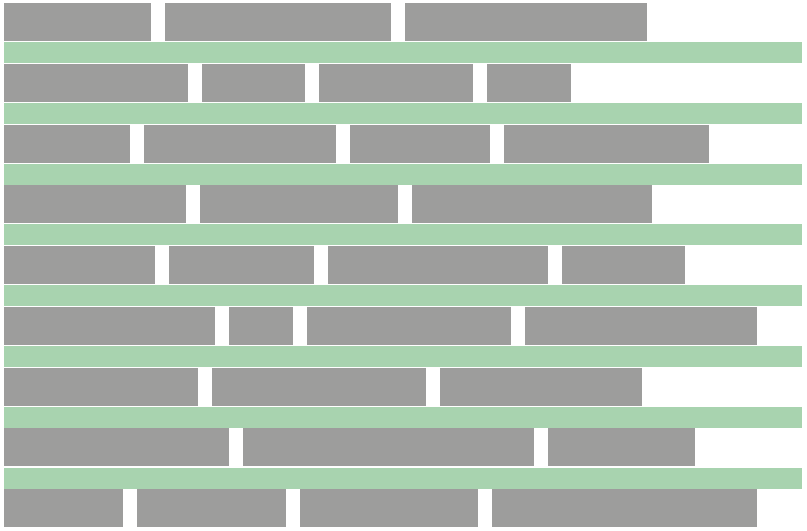
The recommended weights of Ubuntu are:

Regular
Condensed
Light
Monotype - for terminals and programmers use.

In the case of:
Word documents,
Excel tables,
e-mails
or PowerPoint presentations,

the **Tahoma font** may be used if the Ubuntu font is unavailable.
The Roboto font family is also acceptabale.





Typography

Typographic consitency

The Rawlplug identity includes a consistent typographic style in all publications. The typographic principles are based on function, format and purpose. They maintain a distinctive look. Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.

Text arrangement

Rawlplug typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. When setting ranged left typography, it's important to take the time to balance the ragged left edge of the text as effectively as possible. Never leave single letters at the left edge. This improves the legibility and neatness of the block of text. Also, use sentence case and never set sentences solely in capitals.

Line spacing

Line spacing has a major effect on legibility and inuences the look of the nal piece.
It should be carefully considered and well executed to achieve a clean result. Line spacing (also called leading) refers to the spaces between lines of type. It is set in points or in percentage. It is not recomended to use default Ubuntu settings for printed elements, such as stationery, folders and other text elements. Increase the leading to at least 105%.

Title 108

Supporting title 30pt

Body text 12pt

Caption/Credit 8pt

Title 72pt

Supporting title 30pt

Body text 12pt

Caption/Credit 8pt

Title 30pt

Supporting title 30pt

Body text 12pt

Caption/Credit 8pt

Typography

Creating emphasis

Information can always be emphasised in a variety of ways by using devices such as colour, contrast, composition, graphic elements and weight. Avoid using too many methods together as this will simply confuse thelayout and make the message less effective.

To avoid too much clutter, methods of emphasis should follow a clear pattern.

Follow the proportions as illustrated.
Do not use capital letters. Try to arrange the text individually as this pattern of proportion will not always work.

Other text proportions

108pt
96pt
84pt
72pt
60pt
48pt
36pt
30pt
24pt
18pt
14pt
12pt

Typography

Typographic hierarchy

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable. The contrast creates clear, strong and consistent designs. The example below is a guide only.

Each job needs to be analysed individually!

This is a headline 48 pt.

This is Ubuntu Bold set at 20 point with 24 point leading. This is large body text. This is Ubuntu Bold set at 20 point

This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text. This is Ubuntu Normal set at 10 point with 11 point leading. This is body text.

05. Rawlplug Visual Identity - templates

05.1. Stationery
05.2. Catalogues
05.3. Promotional
05.5. Gadgets
05.6. Digital

Business cards

85 x 55 mm
offset printing
UV lack
white matt or satin paper
350 g/m²

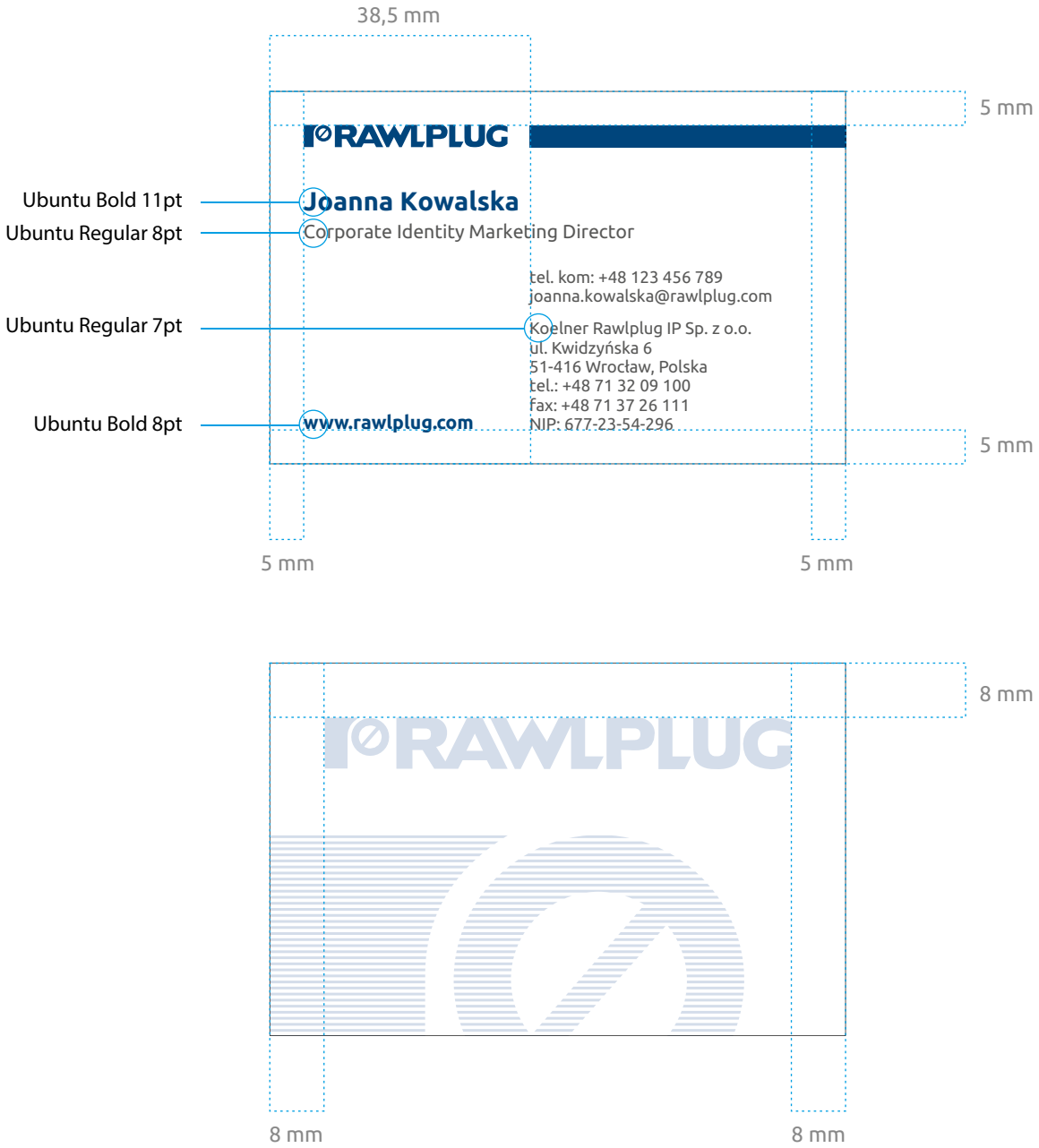
This page demonstrates how Rawlplug basic layouts and design elements are applied to standard business cards.

01. Standard white layout - front page

02. Standard white layout - reverse page

01. VIP white layout - front page

02. VIP navy blue layout - front page



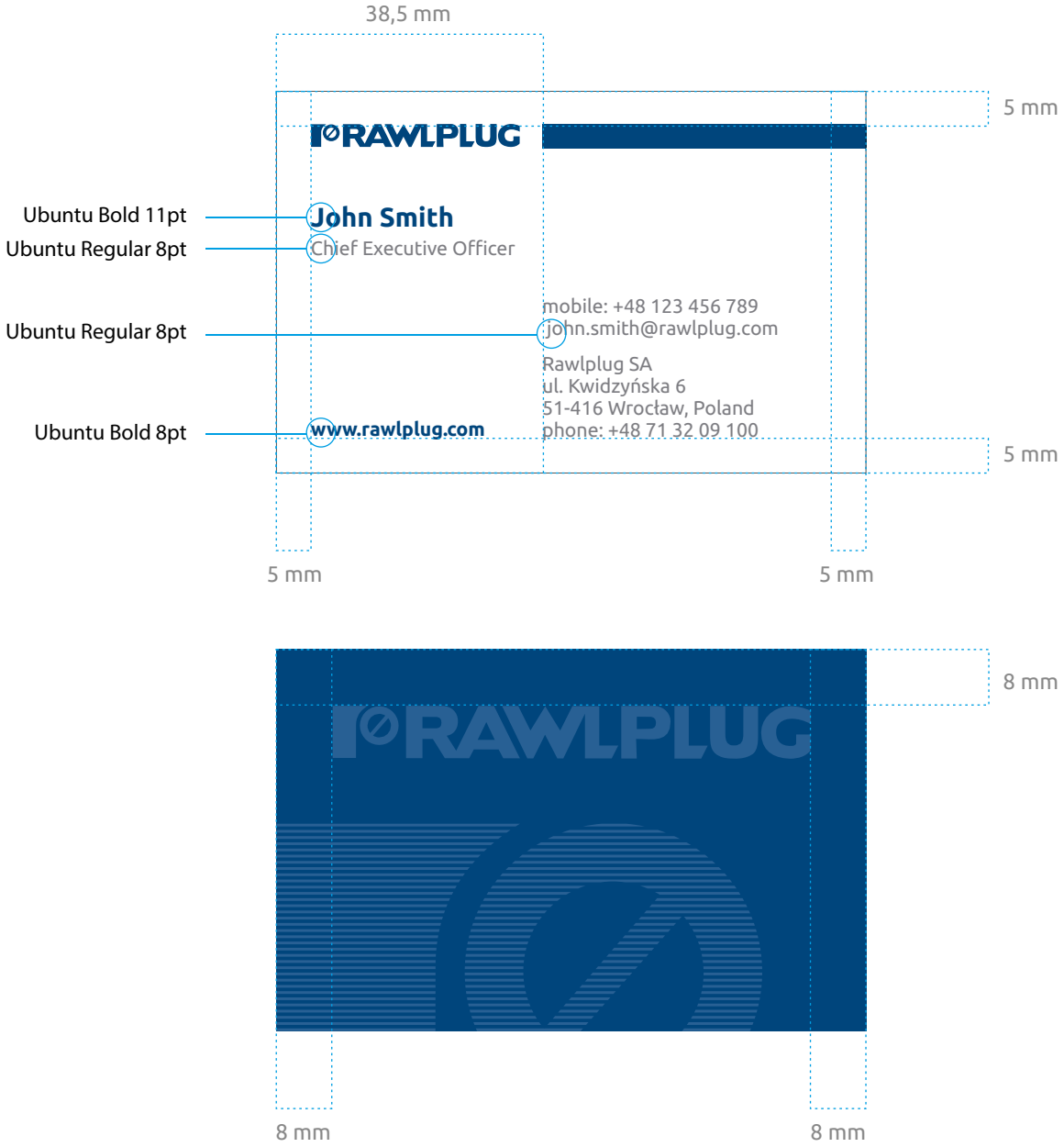
01. Construction of a business card basic layout

Standard business cards

Construction

This page demonstrates the construction of a standard business card. All layouts are based on the specific grids. The margin size (5 mm) is the smallest possible to set.

02. Elements of a composition printed in UV



01. Construction of a business card basic layout

Premium cards

Construction

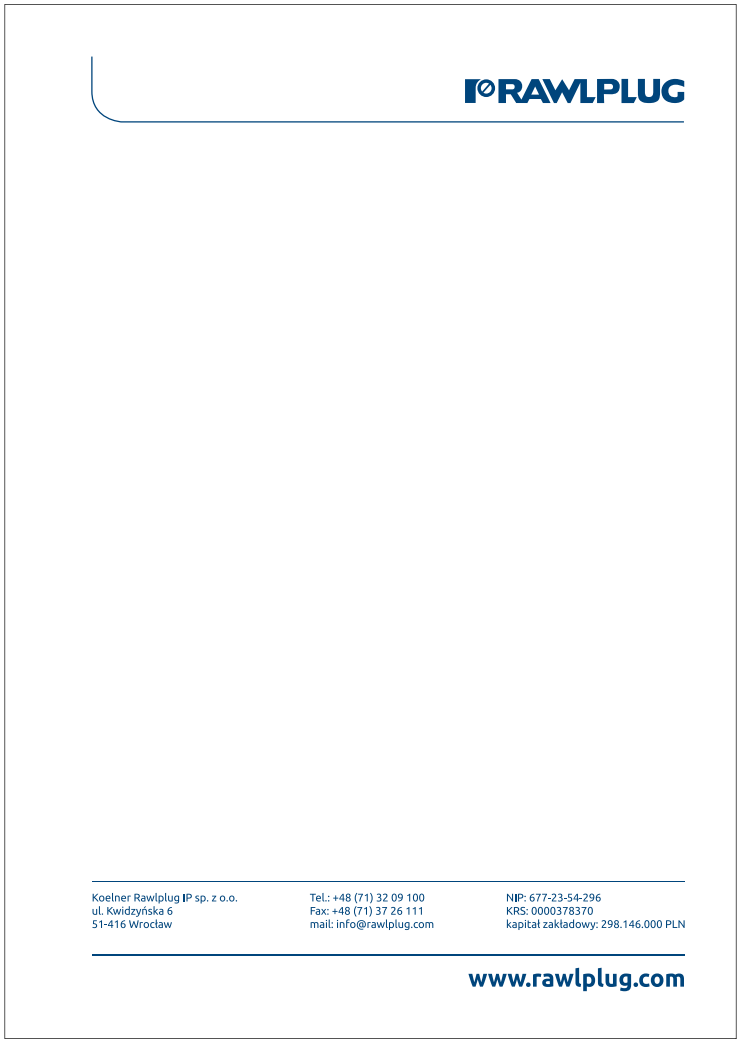
This page demonstrates the construction of a premium business card for Management Board members. All layouts are based on the specific grids. The margin size (5 mm) is the smallest possible to set.

02. Elements of a composition embossed

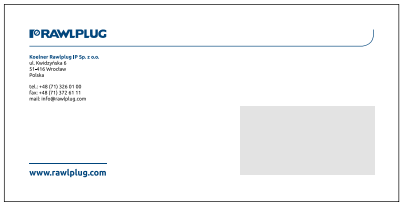
Letterhead

210 x 297 mm
offset printing
paper white
normal or eco
80-100 g/m²

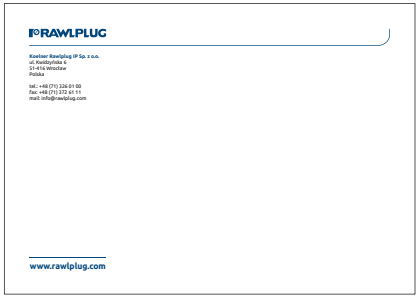
This page demonstrates how to apply design elements to stationery. Letters can be folded for use with DL window envelopes.



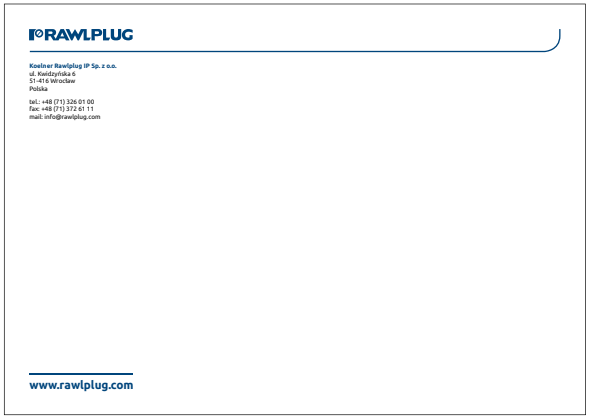
01. Colour letterhead layout



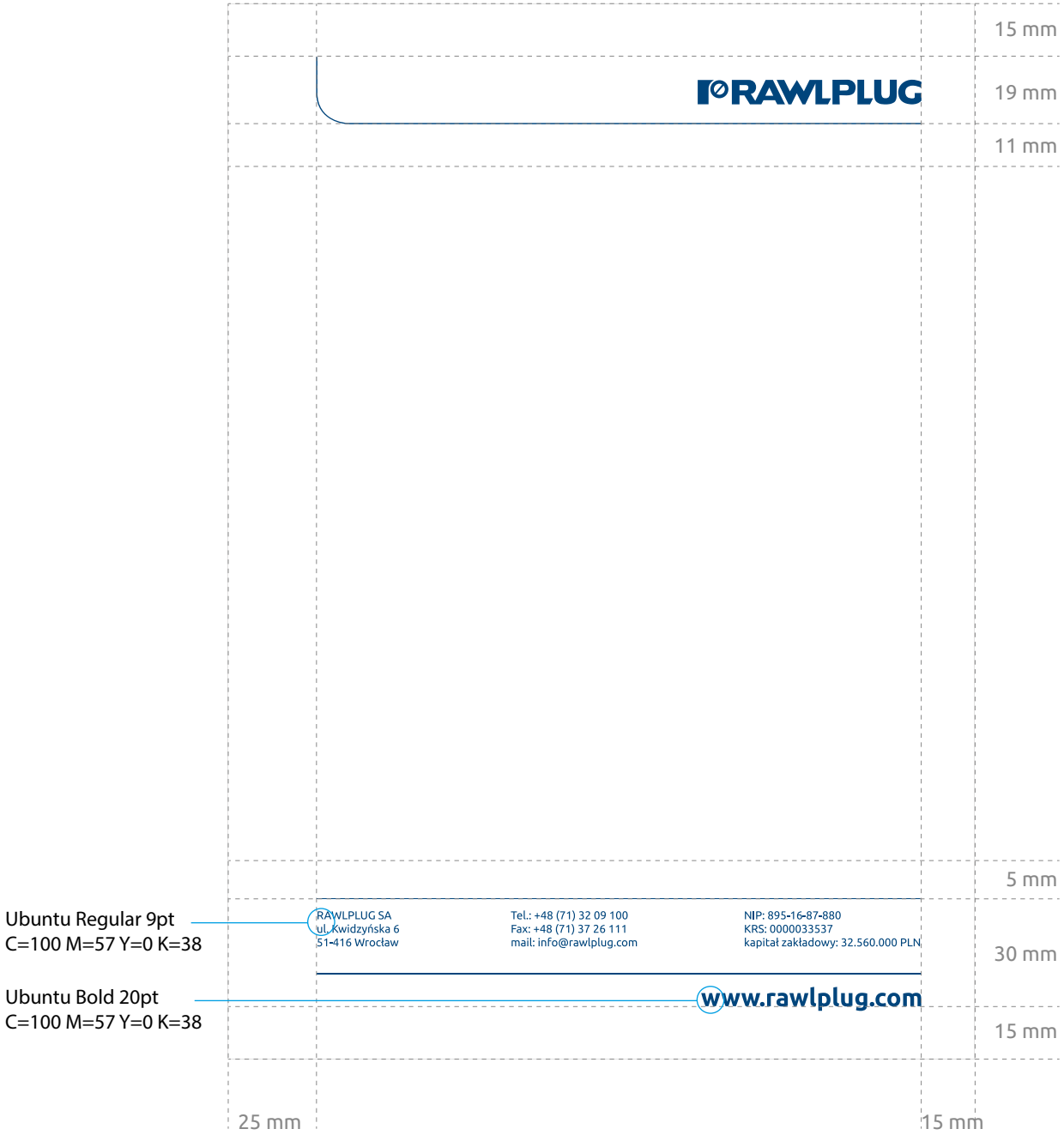
03. DL window envelope



03. C5 envelope



03. A4 envelope



01. Letterhead layout construction

Letterhead

Construction

This page demonstrates how to place text content to the letterhead. All dimensions are given in millimetres.

Text alignment

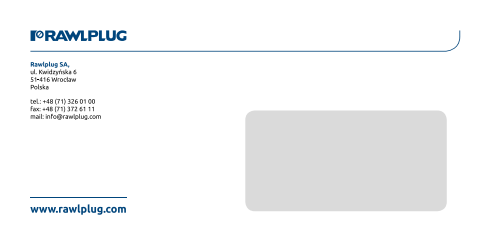
According to european standards all parts of the text are aligned to the left.
Recipient's address area is compatible with the size of DL envelope window. Do not expand the text above given dimensions, otherwise the address information would not be visible within the envelope window.

Letterhead footer contains:

- full address
- telephone and fax number
- e-mail(s)
- company registration number (UK) / REGON (PL)
- vat number (UK)/ NIP (PL)

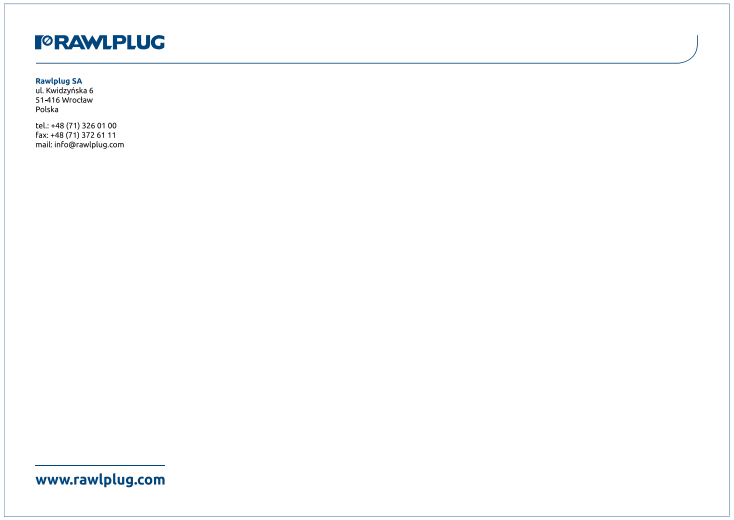
Font: Ubuntu Regular, 9 pt, line spacing 100%, aligned to the left. Important: do not break the name, street name, code or any number - please move whole name to the next line at all times.

Please make sure that all footer details are correct for each specic plant of the Rawlplug company.



DL window envelope

C5 envelope



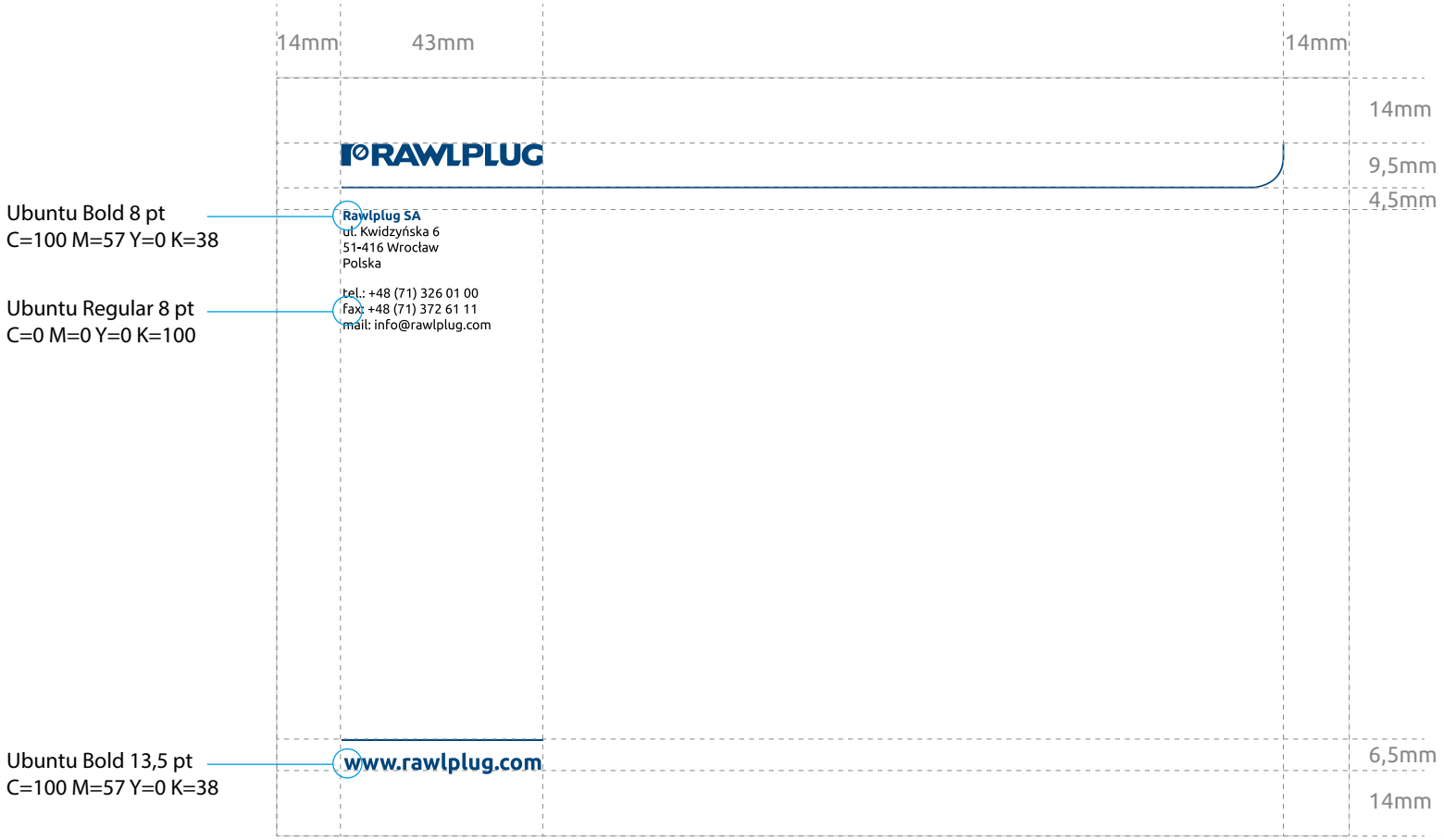
A4 envelope

Envelopes

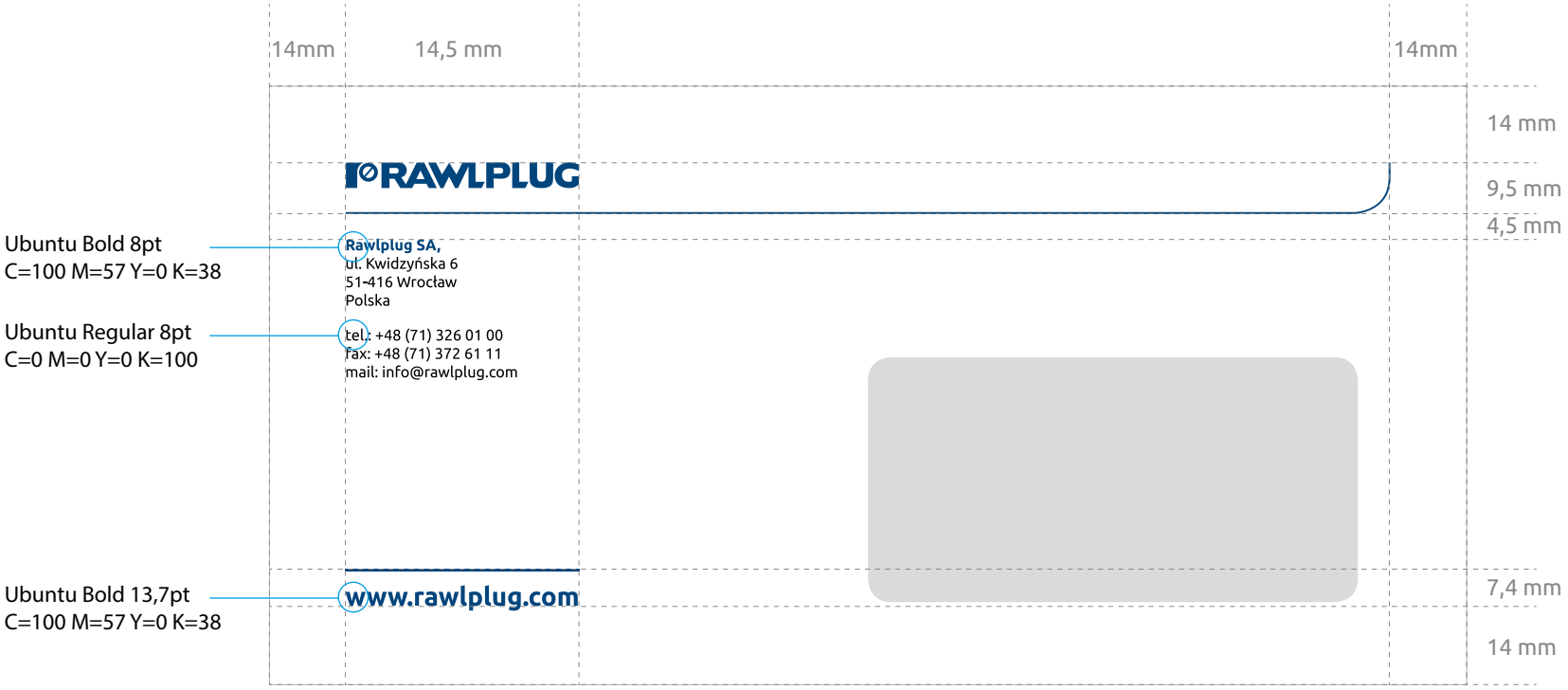
DL, C5, A4
offset printing - one colour printing possible
Rawlplug Blue
paper white
normal or eco
80-100 g/m²

This page demonstrates how to apply design elements to the envelopes.
It is important to leave the bottom area of the envelope clear, according to postage rules.

Envelopes

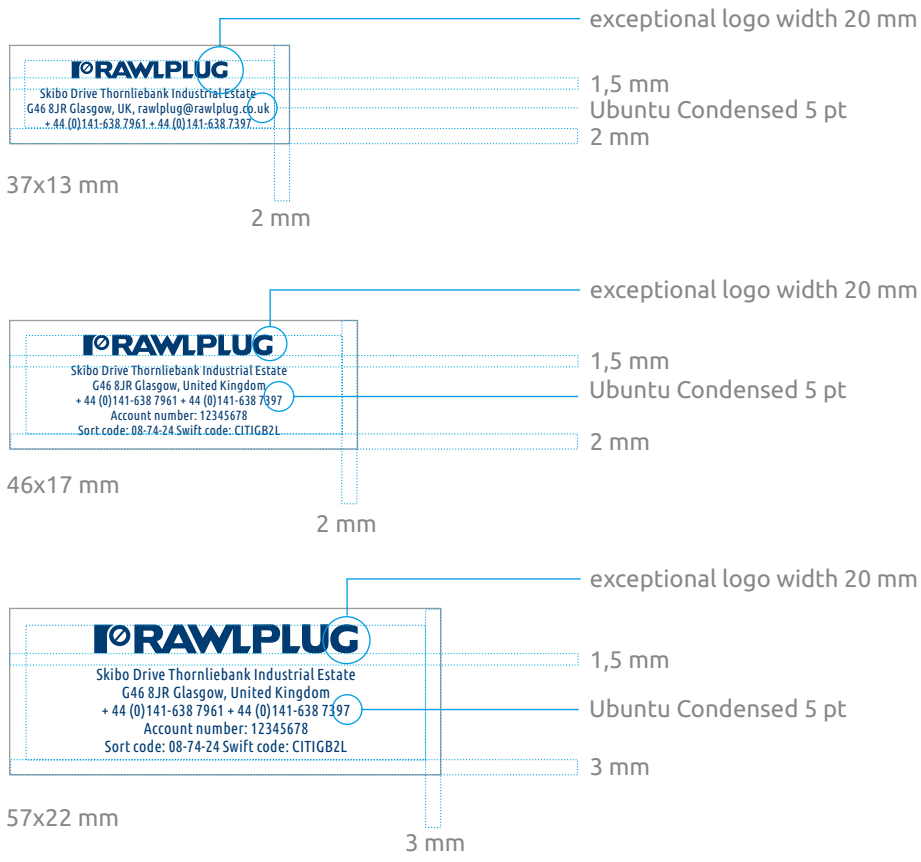

14mm
43mm
14mm
14mm
9,5mm
4,5mm
Ubuntu Bold 8 pt
C=100 M=57 Y=0 K=38
Rawlplug SA
ul. Kwidzyńska 6
51-416 Wrocław
Polska
Ubuntu Regular 8 pt
C=0 M=0 Y=0 K=100
tel.: +48 (71) 326 01 00
fax: +48 (71) 372 61 11
mail: info@rawlplug.com
Ubuntu Bold 13,5 pt
C=100 M=57 Y=0 K=38
www.rawlplug.com
6,5mm
14mm

Envelopes



DL window envelope

01. stamps layout



02. stamps construction

Stamps

Automatic Wagraf stamps:
37x13 mm
46x17 mm
57x22 mm

This page demonstrates how to apply the logo and Rawlplug business information on 3 standard layouts of an automatic Wagraf stamp. Logo clear space is smaller than usual - this is an exceptional example of logo usage. If a larger space on a stamp is needed, please keep the margins and maximize the logo.

It is recommended to expand spaces between the letters (kerning) up to 10-20% for the best readability. The smallest recommended size of the font is 5 pt. Do not use bold font. The text is centred.

RAWLPLUG

RAWLPLUG KOELNER GLOBUS MODECO

AGENDA OF THE MEETING

I DAY, TUESDAY, 15th JULY

Arrival to the hotel
Informal meeting at hotel's restaurant @ 8 pm - live cooking

II DAY, WEDNESDAY, 16th JULY
09:00 - 09:15 - welcome speech
09:15 - 10:00 - lorem ipsum
10:00-10:30 - coffee break
10:30 - 13:00 - lorem ipsum
13:00-14:00 - lunch
14:00 - 14:30 - lorem ipsum
14:30 - 17:00 - lorem ipsum
17:00 - 17:30 - lorem ipsum
19:00 - 23:00 - lorem ipsum

III DAY, THURSDAY, 17th JULY
09:00 - 09:30 - lorem ipsum
09:30 - 10:00 - lorem ipsum
10:00 - 10:30 - lorem ipsum
10:30 - 11:00 - cofe break
11:00 - 14:00 - lorem ipsum
14:00-15:00 - lunch
15:00-17:00 - discussions regarding future business strategy within particular Regions

The end of official part of the meeting

IV DAY, FRIDAY, 18th JULY
Check outs and departures

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ul. Kwidzyńska 6
51-416 Wrocław

Tel.: +48 (71) 32 09 100
Fax: +48 (71) 37 26 111
mail: info@rawlplug.com

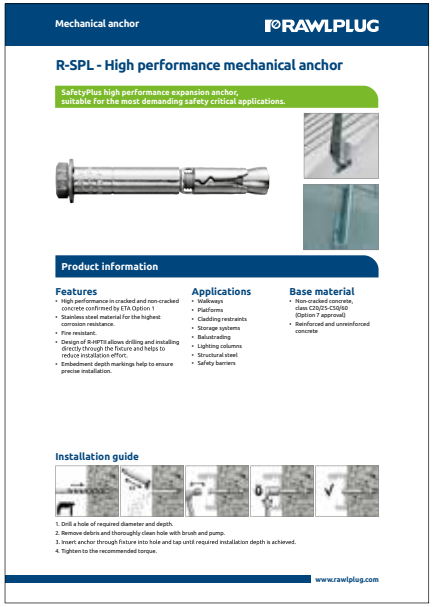
NIP: 895-16-87-880
KRS: 0000033537
kapitał zakładowy: 32.560.000 PLN

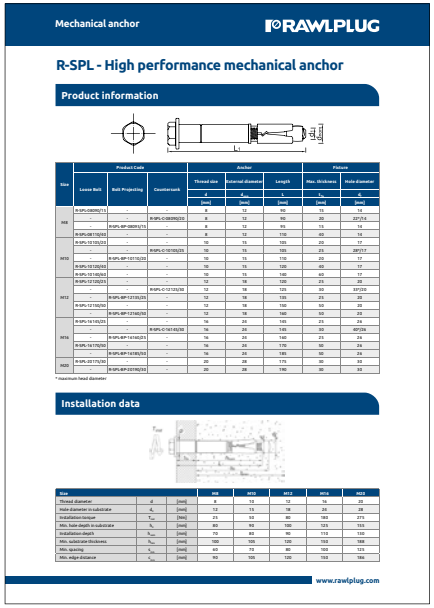
www.rawlplug.com

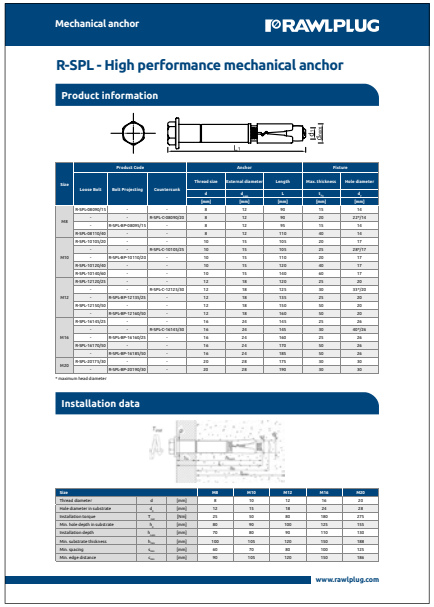
Internal documents
(agenda of the meeting)

210 x 297 mm
offset printing
paper white
normal or eco
80-100 g/m²

This page demonstrates how to apply design elements to stationery.



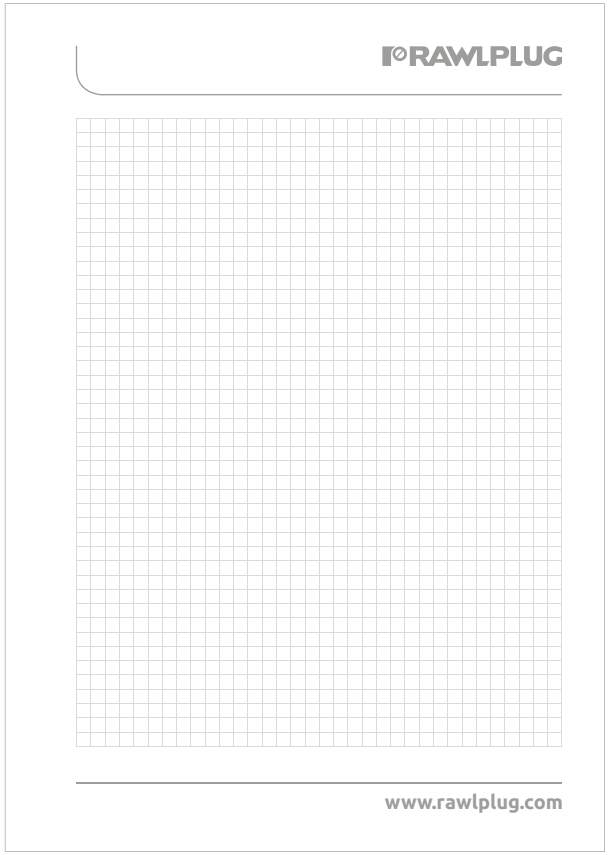


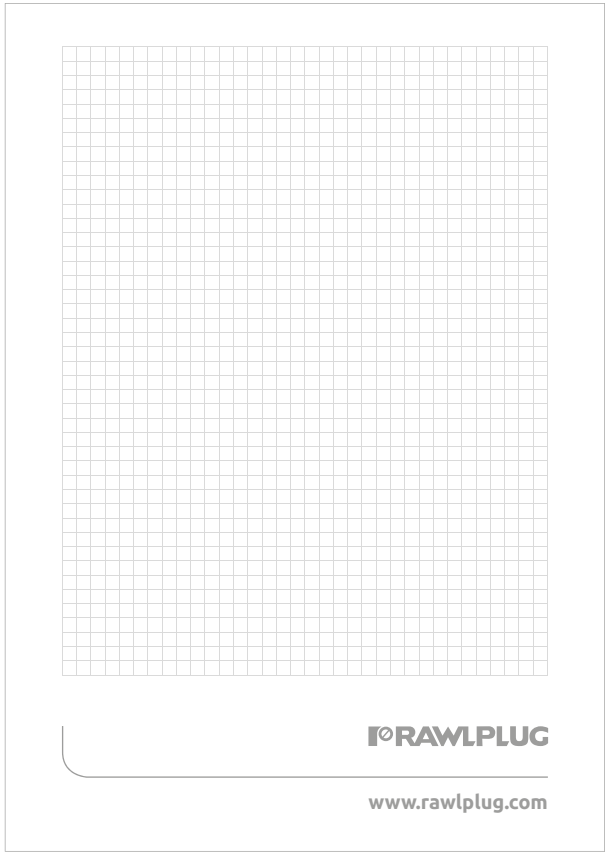


External documents

210 x 297 mm
offset printing
paper white
normal or eco
80-100 g/m²

This page demonstrates how to apply design elements to external documents.
Layout is more attractive than standard internal document.





Note pads

114x177 mm
offset printing
paper white
normal or eco
80-100 g/m²
black 50%

This page demonstrates how to apply design elements to note pads.

RAWLPLUG

CERTYFIKAT

dla

MEYER TECHNIK Sp. z o.o.

potwierdzający przeszkolenie pracowników z zakresu stosowania narzędzi gazowych Rawlplug.

Zakres szkolenia:
- R-RAWL-WW90CH
- R-RAWL-SC40
- R-RAWL-A2064/B1664

Wrocław, 7 marca 2014

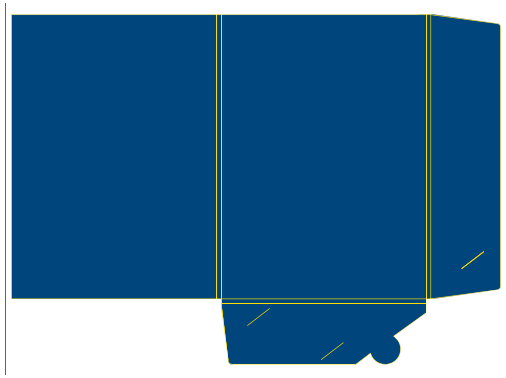
Osoba prowadząca szkolenie

www.rawlplug.com

Certificate of recognition

210 x 297 mm
decorative, coloured or handmade paper
normal or eco
80-100 g/m²

This page demonstrates how to apply design elements to certicates.



Corporate folder

316x230 mm
offset printing
paper silk/uncoated+UV
300-350 g/m²

This page demonstrates how to apply design elements to folders. Paper can be silk or uncoated with optional UV printing.

Corporate folder

316x230 mm
offset printing
paper silk/uncoated+UV
or PCV
300-350 g/m²

This page demonstrates how to apply design elements to folders. Paper can be silk or uncoated with optional UV printing. Alternatively folders can be produced from translucent or coloured PCV or polypropylene.

05. Rawlplug Visual Identity - templates

05.1. Stationery
05.2. Catalogues
05.3. Promotional
05.5. Gadgets
05.6. Digital

Product catalogues

4 fixing holes
(internal margin 25mm)
mat foil coated
spot varnish

COVER
210 x 297 mm
offset printing
paper white
normal or eco
80-100 g/m²

INSIDE
210 x 297 mm
offset printing
paper white
normal or eco
80-100 g/m²

Flyers

Installation data

Size			M8	M10	M12	M16	M20
Thread diameter	d	[mm]	8	10	12	16	20
Hole diameter in substrate	d_0	[mm]	8	10	12	16	20
Installation torque	T_{inst}	[Nm]	10	20	40	100	180
Standard embedment depth							
Min. hole depth in substrate	h_1	[mm]	55	69	80	100	119
Installation depth	h_{nom}	[mm]	55	69	80	100	119
Min. substrate thickness	h_{min}	[mm]	100	120	140	170	200
Min. spacing (non-cracked concrete)	s_{min}	[mm]	50	70	90	160	180
Min. spacing (cracked concrete)	s_{min}	[mm]	50	70	90	160	180
Min. edge distance (non-cracked concrete)	c_{min}	[mm]	40	50	65	100	120
Min. edge distance (cracked concrete)	c_{min}	[mm]	40	45	65	90	100
Reduced embedment depth							
Min. hole depth in substrate	h_1	[mm]	40	49	60	80	100
Installation depth	h_{nom}	[mm]	40	49	60	80	100
Min. substrate thickness	h_{min}	[mm]	100	100	100	130	160
Min. spacing (non-cracked concrete)	s_{min}	[mm]	55	75	150	190	300
Min. spacing (cracked concrete)	s_{min}	[mm]	55	75	150	190	300
Min. edge distance (non-cracked concrete)	c_{min}	[mm]	45	60	100	125	200
Min. edge distance (cracked concrete)	c_{min}	[mm]	40	50	80	110	120

Applications

① ballustrading,
② barriers,
③ lifts & escelators,
④ scaffolding,
⑤ storage systems.

Available sizes

Size	Product Code	Anchor: Diameter d [mm]	Anchor: Lenght L [mm]	Fixture: Max. thickness tfix,1 [mm]	Fixture: Max. thickness tfix,5 [mm]	Hole diameter df [mm]
M8	R-HPTII-ZF-08065/15	8	65	15	-	9
	R-HPTII-ZF-08080/15	8	80	30	15	9
	R-HPTII-ZF-08085/20	8	85	35	20	9
	R-HPTII-ZF-08100/35	8	100	50	35	9
	R-HPTII-ZF-08115/50	8	115	65	50	9
M10	R-HPTII-ZF-10065/5	10	65	5	-	11
	R-HPTII-ZF-10080/20	10	80	20	-	11
	R-HPTII-ZF-10095/15	10	95	35	15	11
	R-HPTII-ZF-10115/35	10	115	55	35	11
	R-HPTII-ZF-10130/50	10	130	70	50	11
M12	R-HPTII-ZF-12080/5	12	80	5	-	13
	R-HPTII-ZF-12100/5	12	100	25	5	13
	R-HPTII-ZF-12120/25	12	120	45	25	13
	R-HPTII-ZF-12135/40	12	165	60	40	13
	R-HPTII-ZF-12150/55	12	150	75	55	13
M16	R-HPTII-ZF-16100/5	16	100	5	-	18
	R-HPTII-ZF-16105/10	16	105	10	-	18
	R-HPTII-ZF-16140/20	16	140	40	20	18
	R-HPTII-ZF-16160/40	16	160	60	40	18
	R-HPTII-ZF-16180/60	16	180	80	60	18
M20	R-HPTII-ZF-20125/5	20	125	5	-	22
	R-HPTII-ZF-20160/20	20	160	40	20	22

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RAWLPLUG

R-HPTII-ZF
Throughbolt

CE

Trust & Innovation

R-HPTII-ZF throughbolt

Product description

① New product generation with innovative expander design,
② The highest parameters confirmed by ETA Option 1 and Option 7,
③ Throughbolt for use in C20/25 C50/60 cracked and non-cracked concrete,
④ Secured with advanced aluminum / zinc flake coating for enhanced corrosion resistance,
⑤ Suitable for indoor and outdoor applications,
⑥ Unique and attractive surface finish.

Features and benefits of the coating

① Highly effective corrosion resistance,
② Optimized protection against white rust,
③ Optimized surface adhesion,
④ Improved protection from scratches and damage,
⑤ Does not contain chromium or heavy metals,
⑥ Higher corrosion resistance compared to zinc-plated product,
⑦ Minor damage to the head coating after installation due to better adhesion and scratch-resistance.

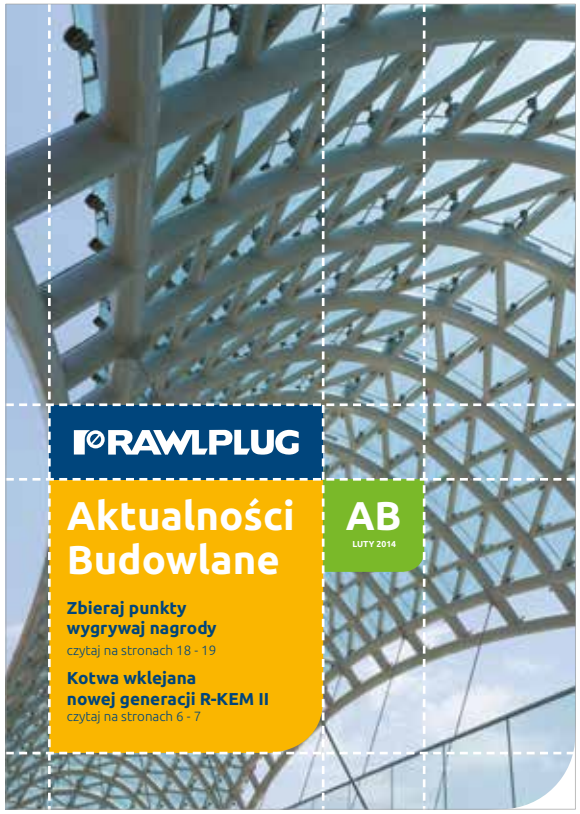
Product features

① Easy to install - drill and install directly through fixture,
② Embedment depth markings facilitate precise installation,
③ Optional reduced embedment depth to avoiding the contact with reinforcement,
④ Head markings determine anchor length / setting depth (post installation),
⑤ Cold formed body ensures consistent dimensional accuracy,
⑥ Optimised expander design with six grip features,
⑦ Fire resistant, including performance data for 30, 60, 90 and 120 minutes exposure,
⑧ Functioning characteristics allow to obtain high performance in cracked and non-cracked concrete.

Basic performance data

Substrate		Non-cracked concrete					Cracked concrete				
Size		**M8**	**M10**	**M12**	**M16**	**M20**	**M8**	**M10**	**M12**	**M16**	**M20**
MEAN ULTIMATE LOAD											
TENSION LOAD NRU, m											
Standard embedment depth	[kN]	12.44	20.63	27.68	45.50	64.80	7.52	12.45	19.93	27.25	41.86
Reduced embedment depth	[kN]	9.55	13.59	17.57	34.50	47.10	4.79	8.58	12.82	26.75	32.66
SHEAR LOAD VRU, m											
Standard embedment depth	[kN]	12.15	19.24	27.95	51.54	80.85	12.15	19.24	27.95	51.54	80.85
Reduced embedment depth	[kN]	12.15	19.24	27.95	51.54	80.85	12.15	19.24	27.95	51.54	80.85
CHARACTERISTIC LOAD											
TENSION LOAD NRU, m											
Standard embedment depth	[kN]	9.00	12.00	20.00	35.00	49.60	5.00	9.00	12.00	20.00	30.00
Reduced embedment depth	[kN]	7.50	9.00	12.00	26.40	36.10	3.00	6.00	9.00	16.0	25.80
SHEAR LOAD VRU, m											
Standard embedment depth	[kN]	9.00	12.00	23.30	43.00	67.40	5.00	9.00	23.30	40.00	60.00
Reduced embedment depth	[kN]	7.50	9.00	12.00	43.00	67.40	3.00	6.00	9.00	32.00	51.60
DESIGN LOAD											
TENSION LOAD NRU, m											
Standard embedment depth	[kN]	5.00	8.00	13.33	23.33	33.07	2.78	6.00	8.00	13.33	20.00
Reduced embedment depth	[kN]	4.17	5.00	8.00	17.60	24.07	1.67	3.33	6.00	10.67	17.20
SHEAR LOAD VRU, m											
Standard embedment depth	[kN]	5.00	8.00	15.64	34.40	53.92	2.78	6.00	8.00	13.33	20.00
Reduced embedment depth	[kN]	4.17	5.00	8.00	34.40	48.13	1.67	3.33	6.00	21.33	34.50
RECOMMENDED LOAD											
TENSION LOAD NRU, m											
Standard embedment depth	[kN]	3.57	5.71	9.52	16.67	23.62	1.98	4.29	5.71	9.52	14.29
Reduced embedment depth	[kN]	2.98	3.57	5.71	12.57	17.19	1.19	2.38	4.29	7.62	12.29
SHEAR LOAD VRU, m											
Standard embedment depth	[kN]	3.57	5.71	13.31	24.57	38.51	1.99	4.29	11.43	19.05	28.57
Reduced embedment depth	[kN]	2.98	3.57	5.71	24.57	34.38	1.19	2.38	4.29	15.24	24.64

* Partial safety factor 1.4 — Steel failure — Pry-out failure — Cone failure



Promotional newsletter

RAWLPLUG
Kotwy mechaniczne

Samogwintujący wkręt do betonu o parametrach kotwy mechanicznej

R-HLX

NOWOŚĆ

Zastosowanie

- mocowania tymczasowe
- szalunki
- balustrady i barierki
- bramy i ogrodzenia
- regały
- siedzenia w obiektach użytku publicznego
- rusztowania

Opis produktu

Cechy produktu:

- Efektywny czas montażu poprzez uproszczoną procedurę – wywierć i wkręć
- Samogwintujący wkręt do betonu, całkowicie usuwalny
- Specjalna cynkowa płatkowa powłoka antykorozyjna
- Unikatowa konstrukcja z opatentowanym gwintem zapewnia wysoką wydajność przy stosunkowo małej średnicy otworu
- Zintegrowana podkładka zapewnia estetyczny wygląd ogólny
- Brak konieczności rozprężania w celu zakotwienia gwarantuje niskie ryzyko uszkodzenia podłoża i sprawia, że R-HLX jest idealny do instalacji w pobliżu krawędzi i sąsiednich kotew
- Możliwość zredukowanego kotwienia zapewnia uniknięcie kontaktu ze zbrojeniem
- Brak konieczności odcinania kotwy w celu usunięcia
- Szybkie mocowanie przy minimalnym wysiłku
- Kompatybilność z narzędziami udarowymi

10 Zbieraj punkty, wygrywaj nagrody! czytaj na stronach 18 - 19

RAWLPLUG
Kotwy mechaniczne

Nowa generacja kotwy

R-HPTII-A4

Zastosowanie

- elewacje
- konsole
- barierki, balustrady, poręcze
- konstrukcje stalowe
- ściany osłonowe
- ciężkie instalacje
- windy
- płoty i bramy
- platformy
- siedzenia w obiektach użytku publicznego

Opis produktu

Cechy produktu:

- Unikatowa konstrukcja opaski pozwalająca na uzyskanie maksymalnych wartości wytrzymałościowych w betonie spękanym i nie spękanym
- Kotwa przelotowa - wiercisz i instalujesz przez element mocowany
- Oznaczenia głębokości kotwienia ułatwiają precyzyjną instalację
- Możliwość zastosowania zredukowanej głębokości kotwienia w celu uniknięcia kontaktu ze zbrojeniem
- Oznakowanie trzpienia w celu określenia głębokości kotwienia/osadzenia po instalacji
- Formowana na zimno w celu zapewnienia stałej dokładności wymiarowej
- Innowacyjna konstrukcja opaski
- Wykonana ze stali nierdzewnej w celu zapewnienia najwyższej odporności antykorozyjnej
- Możliwość aplikacji na zewnątrz i wewnątrz

Zbieraj punkty

Zakup **wszystkich indeksów** kotew mechanicznych **RAWLPLUG** premiowany jest punktami promocyjnymi

100 pln = 200 pkt

Aprobaty

ETA 12-0021
Najwyższe parametry potwierdzone przez ETA - Opcja 1.
Do stosowania w betonie C20/25 – C50/60 spękanym i niespękanym

Zbieraj punkty, wygrywaj nagrody! czytaj na stronach 18 - 19 11

RAWLPLUG

Czy wiesz, że...

W latach 30-tych XX wieku zaczęto wykorzystywać na szeroką skalę nowy materiał w budownictwie i przemyśle, jakim był żelbet. Nowe podłoże oraz konieczność mocowania do niego elementów przenoszących wysokie i bardzo wysokie obciążenia, wymagały nowego rodzaju mocowań. W odpowiedzi na to zapotrzebowanie firma Rawlplug opracowała, a następnie opatentowała w 1934 roku pierwsze w historii mocowanie mechaniczne – kotwę RAWLBOLT.

Nowe mocowanie składało się ze śruby i metalowej tulei podzielonej na cztery segmenty rozpierające się w trakcie wkręcania w materiał. Kotwa Rawlbolt okazała się idealnym rozwiązaniem dla szybko rozwijającego się przemysłu, ponieważ umożliwiała mocowanie ciężkich urządzeń przemysłowych do żelbetonowych ścian i podłóg.

Konstrukcja Rawlbolt była kilkukrotnie udoskonalana, a sama kotwa stała się standardem w dziedzinie mocowań mechanicznych.

Pierwsza kotwa

Historia

Pierwszy szyld

Plakat

Instrukcja obsługi

2 Zbieraj punkty, wygrywaj nagrody! czytaj na stronach 18 - 19

RAWLPLUG

Innowacyjność

RAWLPLUG to 100-lat tradycji i marka systemów zamocowań dla profesjonalistów o bardzo wysokiej rozpoznawalności na świecie.

RAWLPLUG jest jedną z najsilniejszych marek w branży budowlanej. Produkty tej marki są synonimem ZAUFANIA I INNOWACYJNOŚCI od 1919 r. Firma skupia zakłady produkcyjne w Glasgow, Wrocławiu, Bielsko-Białej, Łańcucie i Kaliningradzie oraz spółki dystrybucyjne, w których produkuje się setki milionów zamocowań rocznie. Zasięg sprzedaży obejmuje około 50 państw na 5 kontynentach.

Podstawową działalnością firmy jest opracowywanie innowacyjnych rozwiązań z zakresu technik zamocowań, ich projektowanie, produkcja oraz dystrybucja. W ciągu ostatnich lat postawiono szczególny nacisk na rozwój nowych produktów spełniających najwyższe wymogi jakościowe. Wymagało to wytężonej pracy zespołów R&D, wynikiem której jest wprowadzenie na rynek innowacyjnych produktów, które szybko znalazły uznanie klientów. W 2013 roku firma Rawlplug przekazała swoim klientom 39 aprobat europejskich i 27 lokalnych aprobat technicznych.

Rawlplug stawia szczególny nacisk na wprowadzanie innowacji, które będą stanowić podstawę zrównoważonego rozwoju i zapewnią nowe możliwości gospodarcze. Przykładem produktu wychodzącego naprzeciw nowym trendom jest innowacyjny łącznik do termoizolacji fasad do budynków pasywnych.

Z głównych gałęzi zamocowań w jakich specjalizuje się Rawlplug są kotwy chemiczne i mechaniczne. W ostatnim roku firma wypuściła na rynek mechaniczną kotwę przelotową R-HPTII o najwyższych parametrach technicznych oraz śrubę do betonu HLX. Do rodziny kotew chemicznych Rawlplug dołączyła nowa uniwersalna kotwa na bazie żywicy poliestrowej R-KEM II z Aprobatą Europejską do 15 różnych podłoży. Nowością rynkową jest także kotwa chemiczna R-KEX II na bazie żywicy epoksydowej gwarantującej najwyższe nośności, również w betonie spękanym oraz aplikacje prętów zbrojeniowych.

Dzięki polityce innowacyjnych rozwiązań i stabilnego rozwoju produkty Rawlplug znajdują coraz większe uznanie na świecie a sama firma odnotowuje wzrost sprzedaży w głównych kanałach dystrybucji. Rawlplug dąży do osiągnięcia pozycji lidera w branży zamocowań oraz bycia marką pierwszego wyboru.

3 Zbieraj punkty, wygrywaj nagrody! czytaj na stronach 18 - 19

Promotional newsletter

05. Rawlplug Visual Identity - templates

05.1. Stationery
05.2. Catalogues
05.3. Promotional
05.5. Gadgets
05.6. Digital

Press advertising

Banners

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STYRENE FREE
ETA
New generation bonded anchor approved for 15 substrates!
+ Universal use - ETA for 15 diverse substrates
+ Multipurpose resin for householders and professionals
+ Easy & clean installation - patented application system
+ Perfect when standard fixings are not sufficient
+ Odour-free: Ideal for indoor applications
Trust & Innovation

Posters

RAWLPLUG

SEALS AND ADHERES TO ALL SUBSTRATES
•BRICKS
•CONCRETE
•STONE
•SLATE
•CERAMICS
•MARBLE
•GRANITE
•WOOD
•OSB BOARDS
•FIBREBOARDS
•PLASTERBOARDS
•PLASTIC
•PVC
•POLYCARBONATE
•INSULATION BOARDS
•EPS FOAM
•PLASTER
•METAL
•ALUMINIUM
•STEEL
•LEAD
•COPPER
•METAL ALLOYS
•PAINTED SURFACES, AND MANY MORE
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Roll-up

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05. Rawlplug Visual Identity - templates

05.1. Stationery
05.2. Catalogues
05.3. Promotional
05.5. Gadgets
05.6. Digital

Backpack

Wallet

Umbrella

Pen

Climber

Ballpen

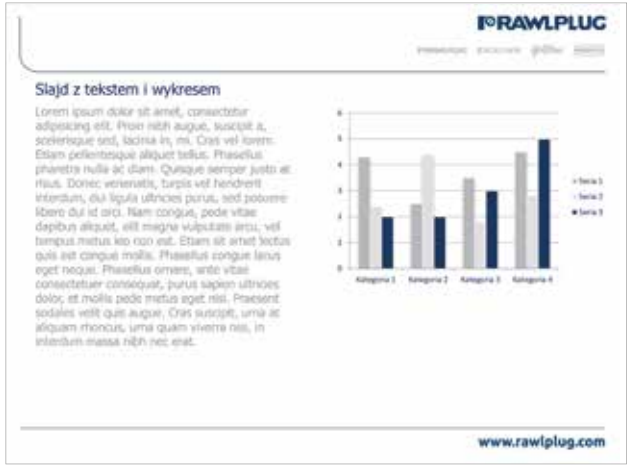
Polo Shirt

T-shirts

05. Rawlplug Visual Identity - templates

05.1. Stationery
05.2. Catalogues
05.3. Promotional
05.5. Gadgets
05.6. Digital

PowerPoint presentation



PowerPoint presentation

E-mail footer

Pozdrawiam / Best regards
Kamila Szadaj
Dyrektor Marketingu Wizerunkowego / Corporate Identity Marketing Director
Dział Marketingu Wizerunkowego / Corporate Identity Marketing Department

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Centrala, Kwidzyńska 6,
50-322 Wrocław

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Fax:+48 71 372 61 11
www.rawlplug.com

RAWLPLUG

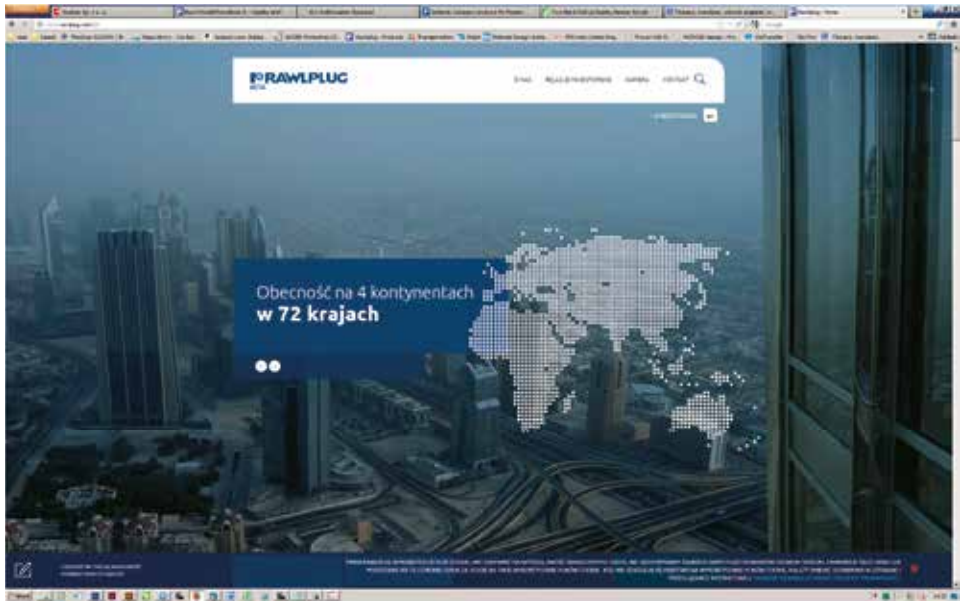
Sustainable
RAWLPLUG
www.sustainable.rawlplug.com

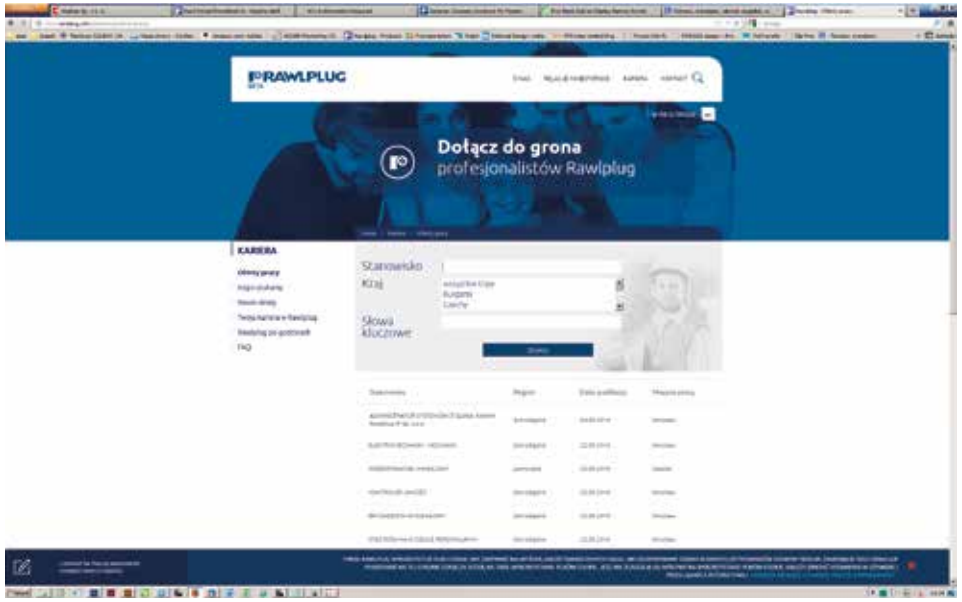
Newsletter

RAWLPLUG
mailEXPRESS aktualności
06.08.
2014
MW10/2014
INNOWACJE PRODUKTOWE: KCX
KCX - Talerz dociskowy z tuleją do mocowania płyt termoizolacyjnych do podłoży z drewna lub blachy stalowej
INNOWACJE PRODUKTOWE
KCX
Karta produktu KCX
ITB AT-15-8280/2014
KCX – Nowe zamocowanie termoizolacji fasadowej – prezentacja
Zamocowania termoizolacji fasadowych – Katalog 2013
Archiwum Publikacji
MW07/2014
MW05/2014
MW03/2014
MW02/2014
MW01/2014
RAWLPLUG
KOELNER
MODECO

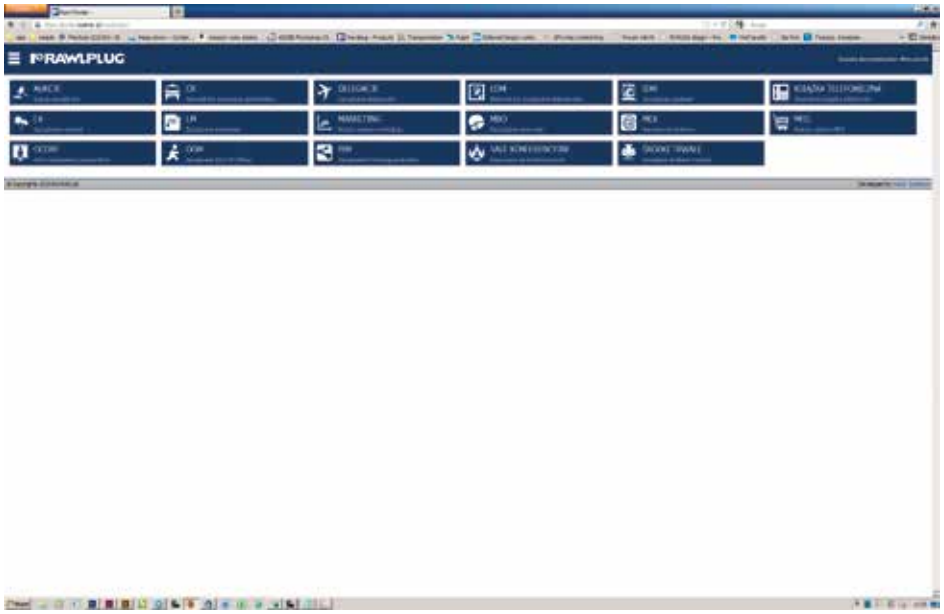
RAWLPLUG

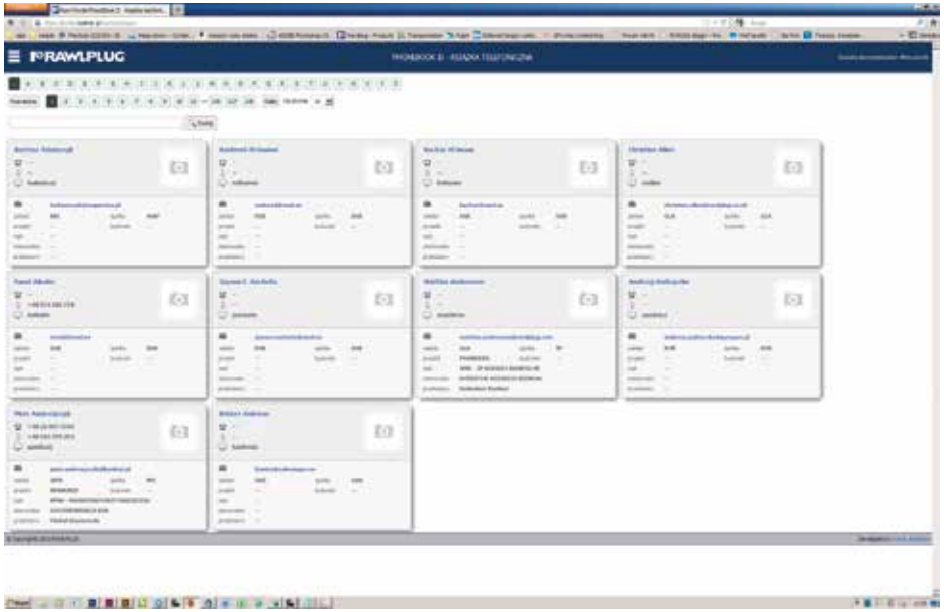
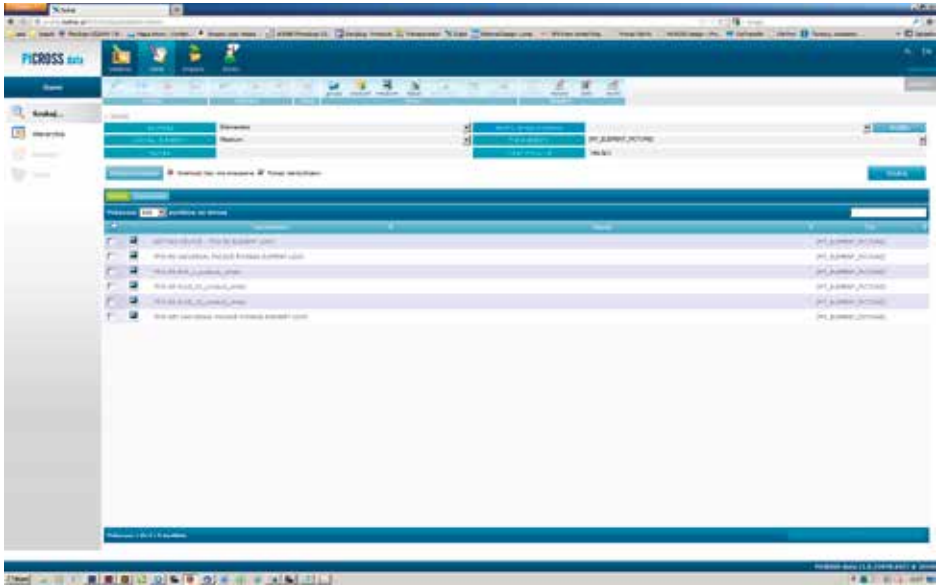
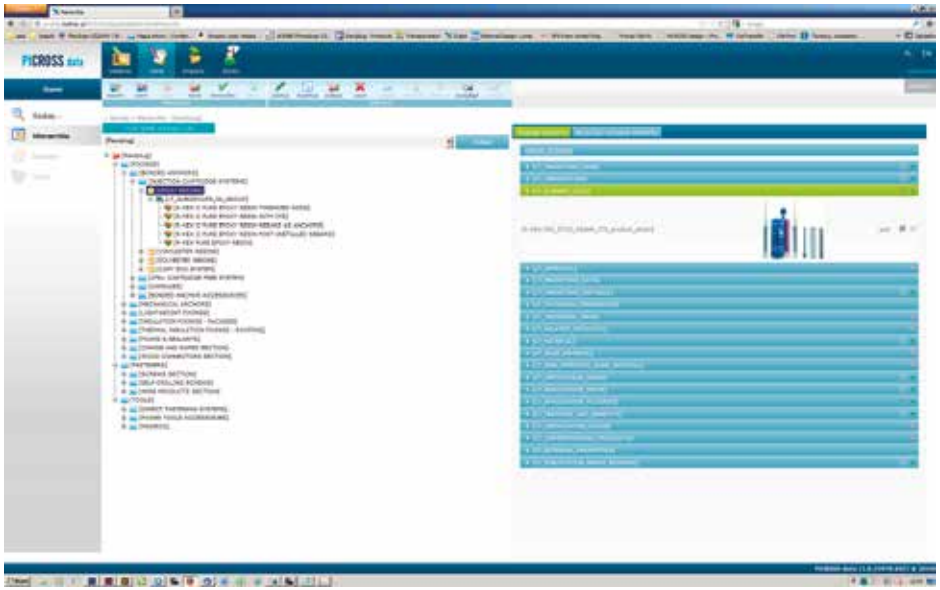
Website


RAWLPLUG
Obecność na 4 kontynentach
w 72 krajach


RAWLPLUG
Dołącz do grona
profesjonalistów Rawlplug
KARIERA
Stanowisko
Kraj
Słowa kluczowe

Vortal

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