

# The importance of standing out from the crowd – especially in a down economy

*Fifth in a Six-part Series on Decorating and Labeling Rotomolded Products*



In a competitive market environment, a strong brand and a professional image are two of the most important assets a company can have. That's why it's important to have a marketing program that helps you strengthen your brand and enhance your image as a quality company. This can take many forms - from advertising and PR, to pricing discounts, to the product design and appearance of your product.

As rotomolders, we recognize a quality design and notice products which have the look of an outstanding product. While at the mall last weekend, I noticed a number of parents pushing their children in rented Mall Racer strollers covered with decorative, colorful molded-in graphics. The kids looked happy and the parents were relieved! Did I mention those families looked great with the Mall Racer?

Tammi Phippen, Manager, Marketing/ Communications at Smarte Carte, Inc., manufacturer of the Mall Racer, in Minnesota said, "Our Smarte Wheels product line features Mold In Graphics®, a very important feature that differentiates us from our competition. Since the graphics are molded in, they will not peel off or fade. They look great today, and they will keep looking great and enhance our brand in the future."

There is a wide range of industries and markets that make use of multiple colors and logos in their rotomolded products. Specific industries include: the water sports industry, floor cleaning industry, playground equipment, water and chemical storage tanks, Point of Sale products, agricultural products and the waste container industry, to name a few.

The importance of permanently decorating rotomolded polyethylene products cannot be stressed enough. Owens Corning, manufacturer of the AttiCat do-it-yourself insulation



AttiCat Product - The rotomolded AttiCat features their colorful logo and Pink Panther mascot as well as other informational permanent graphics.

machine, has featured permanent designs and graphics on their rotomolded polyolefin products for the past 2 years. The result: Their machines are attractive and stand out from their competitors' ordinary machines.

## Owens Corning's bright history in insulation

Owens Corning has always been an innovator. The company commercialized composite OC glass fibers in 1938. Their

management and employees at all levels emphasize that insulation is relevant during times of energy crisis. The company is an industry leader in glass fiber insulation, roofing and asphalt and glass fiber composite solutions, with sales of \$6.5 billion. A Fortune 500 company for 53 years, Owens Corning has 18,500 employees in 26 countries. So I'd say they're doing something right!

To understand the relevance of the AttiCat to the insulation industry, insulation may be used for:

- Building insulation, added to buildings for comfort and energy efficiency;
- Soundproofing, or acoustic insulation, any means of reducing the intensity of sound;
- Thermal insulation; or materials used to reduce the rate of heat transfer
- Electrical insulation; or the use of material to resist the flow of electric current.

The Energy Efficient Codes Coalition is a broad-based alliance working to increase energy efficiency in the International Energy Conservation Code by 30 percent. The website [www.simplyinsulate.com](http://www.simplyinsulate.com) cites estimates from the Harvard University School of Public Health that there are 46 million under-insulated homes in the US.

"Insulation is one of the lowest cost options for improving the energy efficiency of your home. It pays off fast and keeps paying off with better comfort and energy savings for as long as you own your home," according to the website.



Close up AttiCat Graphics - A close-up of the colorful AttiCat graphics.



Bilingual Direction Graphic - The large bilingual direction guide graphic helps consumers operate the AttiCat.



Product Promotion Graphic - The product promotion graphic captures consumers' attention.

As the manufacturer of AttiCat, the Owens Corning company lets customers insulate their attics with PINK Fiberglas™ Insulation.

**Attributes of the AttiCat™ System:**

- Lightweight machine fits in an SUV
- Insulation is super-compact (18x)
- Most convenient do-it-yourself installation
- Half-day project

To sum up, the AttiCat is a terrific low-cost solution for do-it-yourselfers than other methods of installing insulation. The company's tagline is "Demand Creation in Energy Efficiency: AttiCat™ PINK Fiberglas™ Insulation."

There are benefits of using so many unique graphics on a rotomolded product.

Owens Corning's rotomolders mold 11 permanent Mold In Graphics™ into each AttiCat machine. There are a number of benefits of using so many graphics. For example, so many graphics enables the AttiCat to differentiate itself from other insulation machines on the market. While the competition's machines might be plain and non-descriptive, the AttiCat's bright, colourful designs stand out from the crowd.

Some of the graphics feature the colorful AttiCat brand name and creatively fun Pink Panther logo, thereby boosting the

product's brand identity/image. Permanent graphics are brightly colored and extremely visual – and are an excellent way to help build a strong brand identity. One graphic or more can transform a product from just another piece of hollow plastic

into something quite special.

In addition, Owens Corning uses graphics to provide informative application instructions - right on the product - so there is no need for printing paper instruction manuals which often get misplaced or torn during an insulation job.

Graphics also provide important warning information and cautionary messages which aid in customer safety and ensure legal compliance. Think of the money saved in lawyers' fees alone!

Permanent graphics are a cost-effective solution to decorating and labeling rotomolded polyethylene products. They beat other temporary methods of labeling which will fail or degrade. Owens Corning can keep its premium brand image intact since its product will always look good, no matter how many people use the machine.

Since AttiCat is a rental item - in which the machine changes hands daily - even if customers are rough on the machine while



Bilingual Warning Graphic - The bilingual warning graphic helps keep consumers safe.

moving and operating it, the graphics will not fall off. Since the graphics are permanently molded into the polyethylene during the rotomolding cycle, UV, solvents, chemicals and steam cleaning will not destroy the look. The graphics are easy to apply and no secondary operations or additional equipment is needed.

They last as long as the product itself.

The best news is that permanent molded-in graphics help a company to achieve these major

product appearance improvements and branding, with little or no more than it costs to use temporary labels and graphics

With permanent graphics manufactured in the USA, the ordering process is quick and easy with Art and Customer Service Departments helping every step of the way.

It's a good feeling to think how rotomolding can make a difference in boosting our customers' brands! And in the case of AttiCat, how we've contributed in a small way to energy conservation.

**Time. Money. Value.**

*First-time quality.  
On-time delivery.*

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