

OHP *Brand* Brief

● EVOLVE ● FRESH ● COLORFUL ● CLEAR ●

Next *Brand* Chapter

For the past 8 years we've done a great job at building our brand around consistency and the way we visually communicate with our market. There comes a time when change is necessary—to evolve, mature and stay current. While we always want to be respectful of our audience and customers, we've decided to update our look and brand.

You know we've denoted our products in most of our

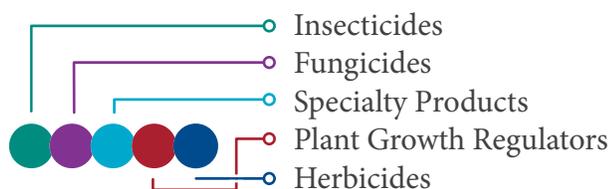
historic literature pieces via specific colors based on their categories. (i.e., fungicides, insecticides, etc.)

Rather than completely starting from scratch, we've decided to lean on that history and build upon it visually. You'll begin to notice a tie-in with those category colors throughout all of our collateral materials. We like the many colors to

the many "solutions" OHP delivers to the greenhouse and nursery markets.

As you begin to see our look change, you'll also notice we're taking a more active role with social media. Most of our new marketing pieces will be pushing #hashtags and the use of Twitter (@OHPSolutions). If those terms seem like Greek, don't worry, we won't leave you behind...it just means your kids or grandkids will have to keep you up-to-date.

OHP Colors



The idea again is two-fold. We want to reinforce the academic "colors" to product categories, while also driving home the many "solutions" OHP brings to the market.

OHP Ads

STEP HARD ON **DOWNY MILDEW**

Control **Downy Mildew** on *Impatiens*

Compass[®] O | Disarm[®] O | FenStop[®] | Aliette[®]

- Alone or in a rotation program
- Long term prevention and control
- Part of OHP's Disease Solutions

#downymildew
@OHPsolutions
ohp.com
(800) 356-4647

INSECTICIDES
FUNGICIDES
MITICIDES
PGRLS
HERBICIDES

ohp Partners with solutions

AHEAD OF THE CLASS

Marengo[®]
Herbicide

#marengo
@OHPsolutions
ohp.com
(800) 356-4647

Marengo[®]
Voted *Best* Herbicide in class!

INSECTICIDES
FUNGICIDES
MITICIDES
PGRLS
HERBICIDES

ohp Partners with solutions

- Pre-emergent control of grass and broadleaf weeds
- Extended and exceptional length of control
- New and unique mode of action (MOA)
- Eliminates splash-up injury
- Multiple use sites

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Information bar

- Color will change based on product or family subject.
- Product categories will be listed, reinforcing OHP's "Solution" based portfolio. Featured category will be highlighted and marked with arrow.
- Product or family hashtag will be featured
- OHP Twitter account featured (@OHPsolutions)
- QR code will be ad specific, leading user to product page
- Standard OHP contact methods (*phone & website*)

Bulleterd "highlights" at bottom of page will look similar to previous ads to help ground the new look to the old look—creating familiarity.

OHP Solution Guides



In keeping with the new look, all of our solutions based literature will be getting a facelift. Not a radical departure from the past few years, but enough to support the new style and delivery on consistency.

OHP Business cards



Colored dots are the consistent mark tying one piece to the next.

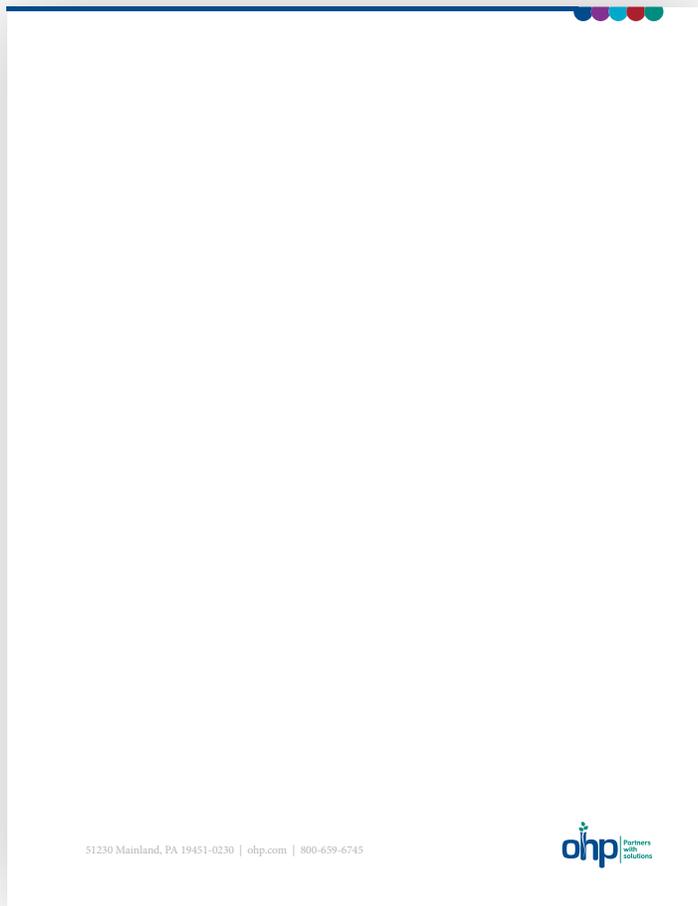
Cards will keep the embossed OHP logo from old cards.



New cards will be double-sided. Keeping in mind many use the back to write notes, we've kept space for just that purpose.

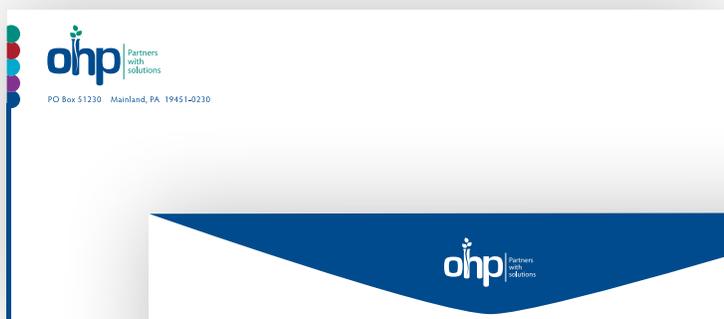
Keeping on the leading edge with technology we've added a QR code that once scanned will give the user an option to import vCard, email or visit ohp.com.

OHP Stationery



New stationary (*letterhead and envelope*) will round out the completed transition of OHP internal and external collateral.

Lot's of white space keeps things open and clean—lending itself to deliver the message in an inviting manner.



OHP Container Label

New container labels will be a bit different. Printing procedures will only allow for spot color inks. Therefore it makes it cost prohibitive to add all the different colors to each label.

Depending on the type of product (i.e., Fungicide, insecticide, etc.) the label color will change to represent the product category.

Given the limited space for content, we made every effort to layout the information in a more clear and concise way.

(Some labels may look a bit different than this depending on the varied sizing of product containers.)

DISCUS[®] N/G
Insecticide

FOR BROAD-SPECTRUM FOLIAR AND SYSTEMIC INSECT CONTROL ON ORNAMENTALS, NON-BEARING FRUIT AND NUT TREES, IN GREENHOUSE, FIELD AND CONTAINER NURSERIES AND INTERIOR PLANTSCAPES

FOR COMMERCIAL USE ONLY

ACTIVE INGREDIENTS

Cyfluthrin	0.70%
*Imidacloprid	2.94%
OTHER INGREDIENTS	96.36%
TOTAL	100.00%

0.262 pounds ai imidacloprid/gallon
0.062 pounds ai cyfluthrin/gallon

EPA Est. indicated by second and third digits of the batch number on this package. (65) = 432-TX-1
(03) = 3125-MO-1

EPA Reg. No. 432-1392-59807

PRECAUCION AL CONSUMIDOR: Si usted no lee ingles, no use ese producto hasta que la etiqueta le haya sido explicada ampliamente.

(TO THE USER: If you cannot read English, do not use this product until the label has been fully explained to you.)

STOP—Read This Entire Label Before Use
KEEP OUT OF REACH OF CHILDREN

CAUTION

See inside booklet for First Aid, Precautionary Statements and Directions for Use.

Produced for: OHP, Inc | PO Box 51230 Mainland, PA 19451 | (800) 356-4647

982444
Net Contents:
1 Gallon (128 fl. oz. or 3.78L)

