



**ROGERS**  
CORPORATION

**PORON**<sup>®</sup> Performance Urethanes



## **Promotional Reference Guide**

PORON is a licensed trademark of Rogers Corporation.

Rogers Corporation is pleased to make available tools for promotion of the use of PORON® Performance Urethanes. Graphics files as well as hang tags are available for the various promotional methods such as:

- Hang Tags
- Consumer Fabric Tags
- Labeling
- Packaging
- Brochures
- Catalogs
- Advertisements
- Websites
- Trade Show Booths

An important note is that PORON Performance Urethanes should not be renamed. PORON materials are unique, patented formulations that should be referenced properly with its designated trade name. Following you will find guidelines for properly stating and referencing the PORON urethane trade name:

### Trademark Usage

Rogers licensed trademarks are well known. To continue their integrity it is important that they must be used correctly in written and published materials.

Some simple rules:

1. A trademark must **not** be used as a noun. It must always be used as a brand name for a particular type of product. The proper way a trademark can be used is as an adjective preceding and modifying a noun. Since a trademark is not a noun, **it must not be used in a plural or possessive sense**. Essentially a trademark needs to be used together with a descriptive or generic term.

Example: PORON® Urethanes or PORON® Materials

2. Examples of Correct Uses:

- PORON® Performance Urethanes offer a broad range of design solutions for footwear applications.
- PORON® Urethanes offer a broad range of design solutions for footwear applications.
- PORON® materials offer a broad range of design solutions for footwear applications.

3. Examples of Incorrect Uses:

- PORON® offers a broad range of design solutions for footwear applications.
- PORON's® features make it the designer's answer to tough problems.

4. PORON must be followed by the appropriate symbol ® the first time it appears on a written page, advertisement, etc. Subsequent references to that

product do not need to be marked. The PORON name must always be followed by a descriptor. Examples include PORON® Performance Urethanes, PORON® Urethanes, and PORON® Materials.

5. All Rogers' trademarks are owned by trademark companies and must be described as licensed. Please see the following examples to properly footnote any document containing a trademark reference:

Correct Footnotes:

- PORON® is a licensed trademark of Rogers Corporation.
- PORON Permafresh® is a licensed trademark of Rogers Corporation.

These footnotes must be included whenever one of the PORON logos is used. No footnote is required for the Rogers logo.

### Hangtag Guidelines

Product hang tags for PORON® Performance Urethanes may also be made available. See guidelines as follows:

- Hang tags are free of charge if the pricing is standard
- There will be charge if below standard priced material
- No more than 10 hangs tags at no charge per square foot of material
- Customer may receive Rogers' artwork and use the hangtags with our approval on the final design and use of our logo.
- Hang tag orders must be placed at the same time as a material order placement.

Example:



## Consumer Tag Guidelines

Consumer tags for PORON® Urethanes may be made available. See guidelines as follows:

- Consumer tags are free of charge if the pricing is standard
- There will be charge if below standard priced material
- No more than 10 consumer tags at no charge per square foot of material
- Customer may receive Rogers' artwork and use the consumer tags with our approval on the final design and use of our logo.
- Consumer tag orders must be placed at the same time as a material order placement.

The Consumer tags can be made available in different color backgrounds with the following stipulations:

1. When using the Consumer Tag with the word PORON in green it must be **PMS Green 347** and in **Bold** print. No other color, except **PMS Green 347**, **Solid Black**, or **Solid White** can be used. This can be used on any color background you chose in order to complement your particular application.

Example of PMS Green 347:



Example of Solid Black logo:



Example of Solid White logo:



Example:



The logo is available in several file types. They can be provided as Adobe Illustrator files (.ai), Adobe Illustrator eps files (.eps), or jpg files (.jpg). If you are not able to use the file format supplied and need to recreate the logo, it must be recreated using Century Gothic bold for the word PORON® and Century Gothic regular for the word cushioning.

## General Logo Guidelines

The Rogers logo should only be displayed in either PMS #347/Black, Solid Black or White.

**PORON®**  
**Urethanes**



## Product References

Please see the following appropriate references to PORON® Performance Urethanes features and benefits:

- PORON® Performance Urethanes. Superior performance for the life of the shoe.
- PORON® Performance Urethanes, with their unique open cell structure, are shock absorbing, resilient, flexible, collapse-resistance, breathable and lightweight.
- PORON® urethane's unique cell structure offers superior energy absorption.
- PORON® urethane insoles place long lasting comfort in the structural heart of the shoe.
- Insoles made with PORON® Performance Urethane form permeable layers that draw water vapor and perspiration away from the foot, helping to keep shoes and feet dry, while reducing foot odor.
- PORON® microcellular urethane materials, which are open cell, offer unique characteristics making them the ideal material selection for a variety of shoe applications. These applications include insoles, tongue padding, collar cushions, ankle pads, cushion counters and rugged, shock absorbing footbeds. These materials offer exceptional energy absorption, dimensional stability, and breathability while providing superior comfort for the life of the shoe.

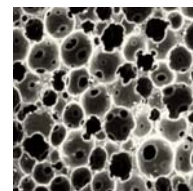
- All PORON® performance urethane materials are characterized by their excellent resistance to compression set, resiliency, and excellent shock absorption properties. They are used by manufacturers of all types of footwear, from work boots to athletic shoes, since they are breathable and last longer than sponge rubber, vinyl or latex foams and will not bottom out with wear or become brittle with age. PORON Permafresh® cushion insole material offers additional properties such as anti-microbial and bacterial protection, stopping the growth of odor-causing bacteria. PORON performance urethanes are available in a broad range of formulations, densities, thicknesses and colors to meet a variety of applications needs. PORON performance urethanes are also ideal for use in apparel, protective sports equipment, and any area where comfort and performance are essential. PORON Performance urethanes are available worldwide. PORON Performance Urethanes are manufactured in the US and Japan with additional sales offices located in Belgium and Taiwan.



- PORON Permafresh® urethane materials offer anti-microbial and bacterial protection. Unlike anti-odor insoles, PORON Permafresh urethane doesn't just mask shoe odors, it stops the growth of odor-causing bacteria and fungus. Including the fungus that causes athletes foot. And it resists the growth of mold and mildew.

**Photos:**

- PORON Urethane Microcellular Open Cell Structure



- PORON Urethane color pallet



- PORON Urethane Material Photo



**Other photos may be available upon request.**

**Note: All logos, graphics and photographs are property of Rogers Corporation. Usage must be approved by Rogers Corporation.**

**Additional Requests of Electronic Formats and Contact information for Promotional Material Submittal**

Please contact Rogers Corporation for electronic versions of the above logo files. **All promotion must be approved by Rogers Corporation prior to release.** Please submit concepts for review to Marketing Department:

Rogers Corporation  
245 Woodstock Road  
Woodstock, CT 06281  
Phone: 800-755-6766 Ext. 8857 or 860-928-8857  
Fax: 860-928-7843  
e-mail: litporon@rogers-corp.com

If there are other promotional concepts that have not been mentioned here please feel welcome to contact the Marketing Department or the Rogers Account Manager to discuss.

Thank you for selecting PORON Performance Urethanes!

"Copyright and other intellectual property rights related to the material contained within this guideline is owned or licensed exclusively by Rogers Corporation and the technical information and promotional message is to be used only when promoting PORON Urethanes. It should not be used without the brand reference or for promoting a material other than Rogers PORON urethanes."