![Hypertherm logo] **HYPERTHERM**®
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HPR Cartridge Brand Standards and Messaging Guide

Welcome to your guide for speaking about the game-changing HPR cartridge from Hypertherm. The HPR cartridge for Hypertherm HPRXD plasma systems represents a radical departure from traditional consumables. It makes high-definition plasma cutting simpler and more efficient by replacing five consumables with one, perfectly aligned cartridge that lasts much longer and provides quality cuts over a longer time versus traditional consumables. It's an exciting development, and we're pleased to share this guide to help you tell customers all about it!

The examples provided in this document represent our preferred way of communicating the many benefits offered by the HPR cartridge. Where possible, these messages should be used verbatim when creating advertising, social media, emails, collateral, and other customer-facing communications. However, they can be "mixed and matched" as desired, as long as the resulting message sounds natural and the flow of information is logical. Please note that these message examples do NOT supersede or invalidate existing Hypertherm brand standards and communication guidelines. They should be seen as supplemental to all existing guidance. Deviation from these guidelines may be accepted but should be approved by Hypertherm Corporate Communications and the Brand Management Team.

Talking About the Product

HPR cartridge: This is the primary product reference when used in official communications. Be sure to refer to the product as "HPR cartridge," never just "HPR," since this term by itself describes the actual plasma systems. For example:

- The HPR cartridge from Hypertherm provides a simple alternative to traditional plasma consumables.

Single-piece cartridge: When describing the cartridge in marketing copy, use this term as the standard descriptor of the cartridge product. Do not mix or use other terms like "one-piece" or "single-cartridge." For example:

- The new, single-piece cartridge consumable for ~~HPR and~~ HPRXD systems dramatically simplifies process changes and helps increase productivity.

cartridge is only for HPRXD systems

Cartridge: For communications specific to the HPR cartridge, the product should be referred to as a "cartridge" when being referenced on its own. When referring to the broader category, the term "cartridge consumable(s)" may be used, as well. For example:

- Perfect alignment of the components in the cartridge helps ensure optimal performance.
- The traditional, 5-piece stack-up is replaced by a single-piece cartridge consumable.

Simple or simpler: When talking about the benefits of the HPR cartridge, please use the words "simple" and "simpler" rather than "easy" and "easier" to help provide messaging consistency.

Please contact the Corporate Communications and the Brand Management Team with any questions.

Headlines

For use at the top of an advertisement, at the beginning of an email, etc., only one headline per message should be used. Following are a few, recommended examples:

- Managing your inventory? It's simple.
- Increasing uptime? It's simple.
- Reducing downtime? It's simple.
- Extending consumable life? It's simple.
- Training your operators? It's simple.
- Avoiding costly mistakes? It's simple.
- Changing processes? It's simple.

Tagline (No CTA in Body Copy)

Taglines are like the punctuation at the end of a sentence. In marketing, they help reinforce to the reader how they should feel about what they just read and what their takeaway should be. To help ensure our message for the HPR cartridge is clear and consistent, we recommend using the following phrase at the end of any relevant communication:

- The HPR cartridge makes it simple.

Calls to Action (Replaces Tagline if Used in Body Copy)

In most forms of marketing communication, we're looking for the reader to take an action of some kind (call, visit, reserve, watch, etc.). These simple, quick prompts can be used in lieu of a tagline at the end of a communications piece to help the reader take the next step:

- See how the HPR cartridge makes it simple. (Or "Learn …," "Discover …," etc.)
- The HPR cartridge makes it simple. Learn how.
- Find out how the HPR cartridge makes increased productivity simple.
- Learn how the HPR cartridge makes it simple to do more with less.

Short Copy Examples

Following are a few, single-sentence examples of how to communicate the HPR cartridge message in a succinct form (under 50 words). We recommend picking ONE of these lines per use — they are not meant to be used with each other, since some of the phrasing and information conveyed would be repetitive. Think of these lines as being especially useful for social media, digital advertising, etc.

- The HPR cartridge from Hypertherm provides a simple, single-piece alternative to traditional plasma consumables that gives you enhanced cut quality while reducing operating costs.

- Delivering longer life and extended cut quality, the HPR cartridge from Hypertherm replaces five, traditional consumables with just one — for simplified ordering, faster change-outs, and fewer errors.

- The HPR cartridge for Hypertherm HPRXD plasma systems replaces five consumables with one, single-piece cartridge — giving you a significantly simplified cutting process, reduced training time, and lower operating costs.

Medium-Length Copy Examples

In media where a slightly longer message (50-100 words) is preferred, such as trade publication product summaries or customer-facing emails, there is more room to convey the many benefits of the HPR cartridge. Following are two example paragraphs from which to choose:

- The HPR cartridge for Hypertherm HPRXD plasma systems replaces five consumables with one, perfectly aligned cartridge that delivers market-leading consumable life and extended cut quality. It's also simpler to order and manage inventory, while enabling faster, error-free change-outs. And with an HPR cartridge, both training time and total operating costs are reduced. Learn how the HPR cartridge makes it simple to do more with less.

  Earlier we say not to say "single-cartridge"

- The HPR cartridge from Hypertherm provides a simple, single-cartridge alternative to traditional consumable stack-ups. In fact, a single HPR cartridge in a Hypertherm HPRXD plasma system replaces five consumables with just one, perfectly aligned cartridge that delivers market-leading consumable life and extended cut quality. It also makes training simpler, reduces inventory management, and costs less to run over time. Find out how the HPR cartridge makes savings simple.

MANAGING
YOUR INVENTORY?
IT'S SIMPLE.

The HPR cartridge from Hypertherm provides a simple, single-cartridge alternative to traditional consumable stack-ups. In fact, a single HPR cartridge in a Hypertherm HPRXD plasma system replaces five consumables with just one, perfectly- aligned cartridge that delivers market-leading consumable life and extended cut quality.
It also makes training simpler, reduces inventory management, and costs less to run over time. Find out how the HPR cartridge makes savings simple.

Find out how the HPR cartridge makes savings simple.

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5x10.5 Print Ad Example

Bottom image, could we show just the cartridge? Especially when talking about inventory, a shot of the cartridge looks clean and simple.
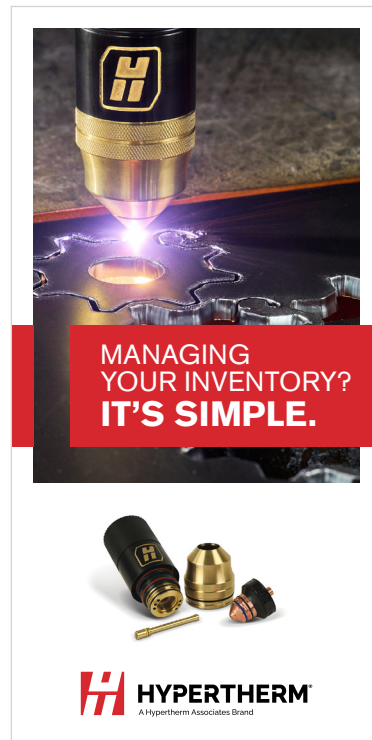
Full-Length Copy Example

Any message more than 100 words could be considered "full length." For those rarer instances, we have provided the following recommendation:

- The HPR cartridge consumable for Hypertherm HPRXD plasma systems makes high-definition cutting simpler and more efficient. A single HPR cartridge replaces five consumables with just one, perfectly aligned cartridge that lasts much longer and provides extended cut quality over its life compared to traditional consumable stack-ups. Using only one cartridge also means ordering and inventory management are simpler, tool-free consumable change-outs are faster, and consumable replacement errors are reduced — all of which help your operation run more efficiently. Extended cut quality over the life of the cartridge also means you can produce higher-quality, more consistent parts. And since one cartridge is simpler to swap out than five standard consumables, less experienced operators benefit from the cartridge's simplicity with reduced training needs, too. All of which can help your operation do more, with less. See how the HPR cartridge makes it simple.

Digital Ad Copy Examples (Pair With Optional Headline)

Digital ads often take the form of a banner (horizontal, vertical, animated, etc.). But in many cases, the banners are very limited in size. This can be a good thing, however, since web users aren't likely to sit and read an entire ad — they scan. So, we need our message to be brief. Here are some suggested treatments from which to choose:

- The HPR cartridge from Hypertherm simplifies the plasma cutting process and reduces the cost of cutting. Learn how.

- The HPR cartridge from Hypertherm enhances cut quality while reducing operating costs. Find out how the HPR cartridge makes savings simple.

- Switching to HPR cartridges from Hypertherm can increase your cut quality while reducing costs. See how the HPR cartridge makes it simple.

300x600 Digital Ad Example, 2 Frames
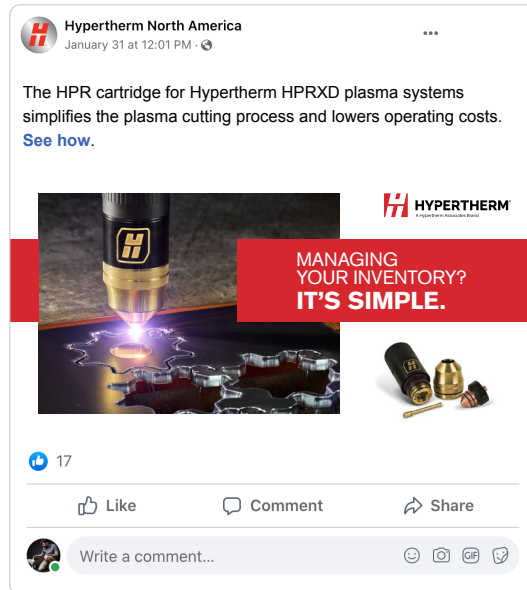
Social Copy

Social media standards vary widely, and each has its own set of best practices to follow. Below are a few examples of popular social media platforms from around the world, with messaging taken from the examples shared earlier in this guide, formatted to work within each, respective platform. These are NOT the only messages that can be used on social media. Rather, we are showing how you might take the approved messaging and apply it in a variety of applications.

Facebook News Feed Ad

40 char. headline, 125 char. body copy

Managing Your Inventory? It's simple.

The HPR cartridge for Hypertherm HPRXD plasma systems simplifies the plasma cutting process and lowers operating costs. See how. *[Links to: Hypertherm HPR landing page]*

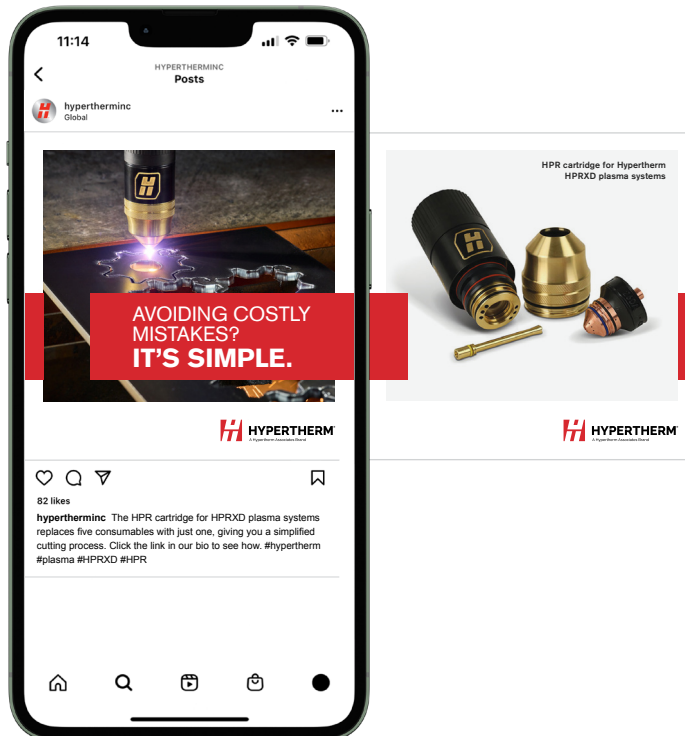*Facebook Ad Example*

Instagram Feed Ad

40 char. headline, 125 char. body copy, up to 30 hashtags

Avoiding Costly Mistakes? It's simple.

The HPR cartridge for HPRXD plasma systems replaces five consumables with just one, giving you a simplified cutting process. Click the link in our bio to see how. #hypertherm #plasma #HPRXD #HPR

Instagram Carousel Ad Example

LinkedIn Image Ad

70 char. headline, 300 char. body copy max

Extending Consumable Life? It's simple.

The HPR cartridge for Hypertherm HPRXD plasma systems replaces five consumables with one, perfectly aligned cartridge that delivers market-leading consumable life and extended cut quality. That means you can produce higher-quality, more consistent parts while lowering operating costs. See how. *[Links to: Hypertherm HPR landing page]* #hypertherm #plasma #HPRXD #HPR

LinkedIn Ad Example

WeChat Moments Sponsored Ad

40 char. limit

Increase uptime by changing your stack-up. The HPR cartridge makes it simple.

[Links to: Hypertherm HPR landing page]

WhatsApp Pre-Written Message Template To Start the Conversation on FB or IG

Your consumables can last longer. Send us a message to learn
how the HPR cartridge from Hypertherm makes it simple.

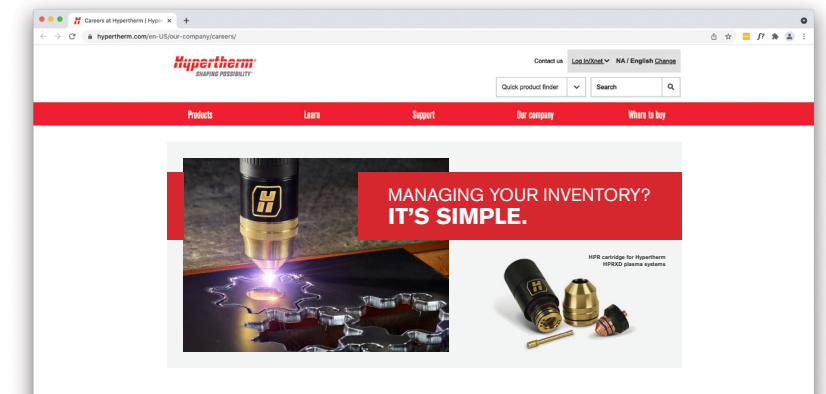## Landing Page Copy Points (Pair With Headlines and Body Copy, Above)

The landing page copy points noted below are to be used to tell a more complete HPR cartridge story and should supplement more generalized messages about the product. For example, the page might have a headline, an opening paragraph, some or all of the points outlined below, a closing statement, and then a form or other call to action. Other message elements from this guide can be used to help create a more robust story around these points.

Simplifies plasma cutting

- The traditional, 5-piece stack-up is replaced by a single-piece cartridge consumable, making consumable management significantly simpler.

- Tool-free consumable changes can be made without removing the torch from the cutting system.

- Fewer consumables in the stack-up reduces errors, resulting in less plate, torch, and consumable damage.

Lowers operating costs

- An HPR cartridge has a longer working life compared to traditional consumables, lowering operating costs.

- Consistently excellent cut quality over the life of the consumable reduces secondary operations — notably grinding due to dross and angularity.

- A reduction in consumables management and change-out time by operators lowers operating costs.

Landing Page Example

Landing Page Copy Points (Pair With Headlines and Body Copy, Above)

Increases productivity

- An HPR cartridge allows for faster consumables changeover and process-to-process changes, since a single, pre-assembled cartridge is all that's required vs. five, individual consumables.

- Fewer consumable stack-up errors helps ensure parts are cut correctly the first time, reducing rework of parts cut with incorrect consumables.

- An HPR cartridge can reduce the amount of time the plasma operator spends managing used consumables, freeing time for other tasks.

Maintains cut quality

- An HPR cartridge will provide consistently excellent quality over its life.

- The HPR cartridge helps ensure the proper consumables are used and the best cut quality is achieved.

If you have any questions about the HPR cartridge, questions about this document and its use, or questions regarding messaging ideas not covered here, please contact *TBD@hypertherm.com*.

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