

THE BENEFIT OF SELLING THE TRUE VELCRO® BRAND

YOU

+

YOUR
CLIENT

For more than 60 years, customers have grown to trust VELCRO® Brand products for everything from home organization to aerospace engineering. Keep reading to learn why using the VELCRO® Brand correctly can help your business and your relationship with your customers.

Your customers depend on VELCRO® Brand products. And you.

With true VELCRO® Brand products, you're delivering on a legacy 60 years in the making.

VELCRO® BRAND PRODUCTS
HELPED NASA GET TO THE MOON.

WE'VE DEVELOPED MORE THAN
1000 PATENTS SINCE THE ORIGINAL
HOOK-AND-LOOP PATENT IN 1952.

VELCRO® BRAND PRODUCTS MAKE MORE THAN
10 BILLION CONNECTIONS EVERY YEAR.

How to use the VELCRO® name

No company can imitate our quality, heritage, and innovation.
So no company should imitate our name.

1

USE THE VELCRO® MARK AS AN **ADJECTIVE** TO REFER TO OUR PRODUCTS, AS IN **VELCRO® BRAND PRODUCTS**, OR **VELCRO® BRAND FASTENERS**.

2

DO NOT USE VELCRO® AS A **VERB** OR **NOUN**.

3

DO NOT USE THE WORD "VELCRO" WHEN REFERRING TO **NON-VELCRO® BRAND** PRODUCTS.

4

WHEN TALKING ABOUT THE BRAND'S PRODUCTS, ALWAYS SAY "VELCRO® BRAND PRODUCTS."

5

WHEN TALKING ABOUT THE COMPANY THAT MANUFACTURES VELCRO® BRAND PRODUCTS, USE THE **FULL NAME** OF THE COMPANY: VELCRO COMPANIES.



VELCRO®

THERE IS ONLY ONE.™