



THE ONLY THING THAT WE INSIST STICKS PERMANENTLY IN PLACE

We're a bit of a stickler for using our brand correctly, because no other brand can match us in terms of quality and innovation. So here's some information about us that can help you recognize the one and only VELCRO® Brand.

HOW TO USE OUR NAME

There are many imitators of our products but only one true VELCRO® Brand, and only Velcro Companies makes it. It's why we ask that you use our name the right way. By only using our name as an adjective, as in VELCRO® Brand fasteners, people will know they're getting hook and loop products manufactured to the highest standards. The standards of Velcro Companies.

✓ Only use the VELCRO® mark as an adjective to refer to our products, as in VELCRO® Brand products, or VELCRO® Brand fasteners.

✗ Never use VELCRO® as a verb or noun.



INNOVATING FOR MORE THAN 60 YEARS

Our history of solving problems, for everyone from NASA to children who can't tie their shoes, is what makes us a true original.



10 BILLION

Number of connections our products make per year.

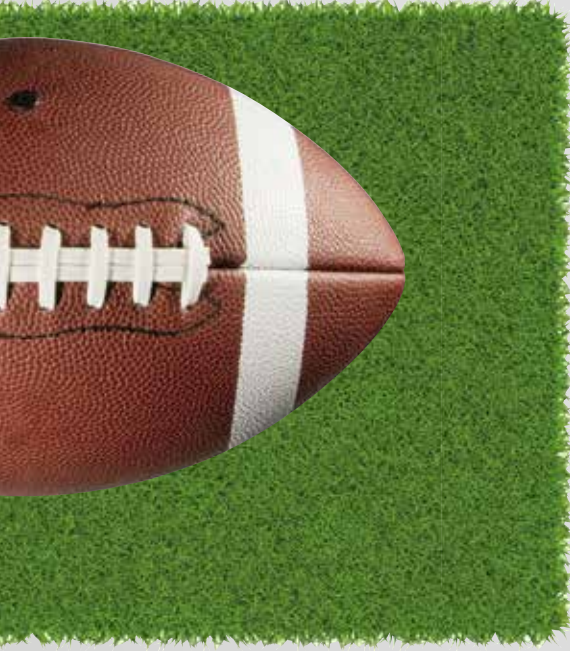
BURDOCK PLANT

Original inspiration for VELCRO® Brand hook-and-loop.



FOOTBALL STADIUMS

VELCRO® Brand hook-and-loop secures artificial turf at professional football stadiums.



Number of companies that can use the VELCRO® name.

