

BRAND SEGMENTATION UPDATE

GROUND MARKING & STRIPING PRODUCT LINES

**NEW LABEL
SAME GREAT
FORMULAS**



Seymour / Aervoe Product Category Alignment IMPLEMENTATION BEGINS Q2

To better serve these markets, Seymour and Aervoe are aligning product categories with the industries they support most. As part of this initiative, existing Seymour and Aervoe ground marking products will be combined into a cohesive product family under the Aervoe brand.

What is NOT changing

- No formula changes
- No part number changes
- No manufacturing changes
- Same product performance

NEW LABELS FOR THE GROUND MARKING FAMILY

Legacy Seymour and Aervoe ground marking products will transition to updated Aervoe label artwork.
There are no changes to formulas, part numbers, or product performance.

Legacy Aervoe Construction

FROM THIS

TO THIS



Legacy Aervoe Survey

FROM THIS

TO THIS



Legacy Aervoe Clear Marking Coat

FROM THIS

TO THIS



Legacy Seymour 3-Series

FROM THIS

TO THIS



Legacy Seymour 6-Series

FROM THIS

TO THIS



Legacy Seymour 9-Series

FROM THIS

TO THIS



The back label lists the legacy brand & SKU (Seymour or Aervoe), allowing customers to easily identify the product's manufacturing facility while maintaining the unified product family branding.

STRIPING PRODUCTS REMAIN UNDER SEYMOUR STRIPE®

Striping paint products, including traffic and athletic field striping paints, will remain under the Seymour STRIPE brand. Existing Aervoe striping SKUs will receive updated Seymour STRIPE label artwork.

Product formulas and part numbers will remain unchanged.



A CONTINUED COMMITMENT TO OUR CUSTOMERS

These updates strengthen the alignment of the Seymour and Aervoe brands while maintaining the products you know and trust. Label artwork will be updated, but product formulas, part numbers, manufacturing locations, and performance remain unchanged.

Thank you for your continued partnership and support.

If you have any questions, please contact your Seymour/Aervoe sales representative.