



hare communications **LET'S GET REAL**

INDURON COATINGS  
**CORPORATE REBRANDING**

## **BACKGROUND**

Induron primarily competes against the coatings industry's proverbial 800-pound gorilla.

The central competitive advantage we uncovered in our background research was Induron's emphasis on relationships over sales. Unlike the competition, they don't always recommend the most expensive paint alternative—regardless of a job's needs. They'll actually tell if you don't need to paint. And when something goes wrong, they don't reflexively blame the painters.

Since their product quality is a given, we developed a messaging strategy underscoring Induron's "customer first" philosophy—without overtly attacking the competition's known weaknesses. At the same time, we re-positioned Induron as not merely a paint supplier, but rather a trustworthy coating Support System.

**BRANDLINE**

**Look Beneath The Surface.**

**LOGO**

**Before**

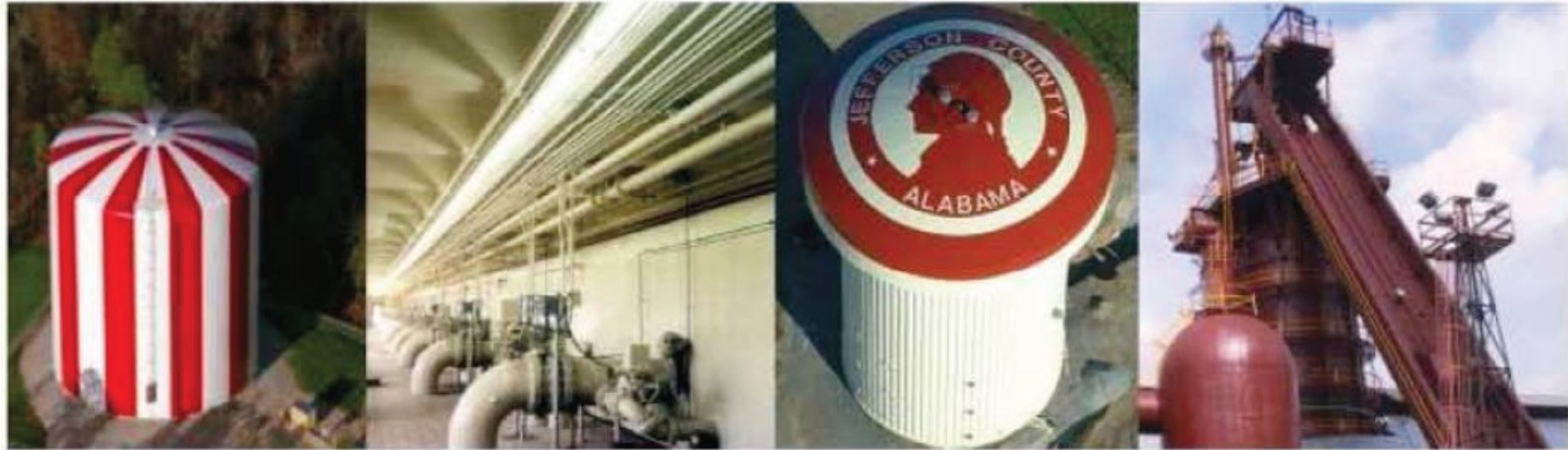
**INDURON**  
P R O T E C T I V E C O A T I N G S

**LOGO**

**After**



## WEBSITE BEFORE



HISTORY

CONTACT US

PRODUCT INFORMATION

**INDURON**  
PROTECTIVE COATINGS  
*Start With A Good Finish!*

For over fifty years, Induron Protective Coatings has manufactured high performance coatings for use in commercial and industrial environments. Whether your need is for new construction or maintenance, Induron Protective Coating products and systems will provide long term protection and high quality aesthetics. The industries we protect include: Municipal Water and Waste Water Storage, Treatment and Trans-

mission; Pulp and Paper Facilities; Power Generation and Transmission Facilities; Mining Operations and General Metal Fabricated Parts. We would like the opportunity to help you with your high performance coating needs. Please contact us by email or phone.

### **Induron Coatings Inc.**

P.O. Box 2371 • Birmingham, Alabama 35201-2371  
3333 Richard Arrington Jr. Blvd N • Birmingham, Alabama 35234-2303  
Phone: 205-324-9584 • 800-324-9584 • Fax: 205-320-5220 • Email: [info@induron.com](mailto:info@induron.com)

**WEBSITE AFTER** (2009)  
Note “fold-down” corner at top right



[ABOUT](#) | [PRODUCTS](#) | [PROJECTS](#) | [CONTACT](#)

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**ONLINE CALCULATOR** [Click here](#) to determine your true coating costs—using our custom calculator and Volume Solids reference chart.

**COAT IT AND FORGET IT.**

**INTRODUCING OUR  
REVOLUTIONARY  
NEW CERAMIC  
EPOXIES.**

**Look Beneath The Surface.**

A quality coating job takes more than quality coatings. It takes a quality coating system. Starting with a commitment to doing what's right for the job. [Look Closer](#)



**PROTECTO 401**

Induron Protective Coatings. All rights reserved.

## WEBSITE

"Fold-down" corner when moused-over

# INDURON

PROTECTIVE COATINGS



ONLINE CALCULATOR [Click here to determine your true coat](#)

**COAT IT AND FORGET IT.**

**INTRODUCING OUR  
REVOLUTIONARY  
NEW CERAMIC  
EPOXIES.**

### Look Closer

A quality coating system takes more than quality coatings. It takes a quality coating system. Starting with a commitment to doing what's right for the job. Look Closer

**"Induron's Coating System Is A Support System"**



—MIKE CARVER  
Willis Engineers

[Click for more](#)



—MIKE CARVER  
Willis Engineers

[Click for more](#)



PROTECTO 401

Induron Protective Coatings. All rights reserved.

## WEBSITE

### Pop-up testimonial

## "Induron's Coating System Is A Support System"

**MIKE CARVER**  
**Willis Engineers**



When I call Induron, I know I can count on them to give me what I need at every step of the job. When my rep goes to look at a tank, he always gives me important information. Information I use, and need to complete my own specs.

He checks mil - thickness all around—and he can generally determine, for instance, whether or not a tank has already been overcoated at least once. What's more, I know he won't make a recommendation just to make money. He's going to recommend what's best for the owner and the tank.

Of course, their product is just as good as anybody's — that goes without saying. But just as importantly, they've always delivered on their promises —before, during and after jobs. I know they'll be there for me, and my clients, long after the paint's dried.

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## TRADE SHOW BOOTH

# INDURON

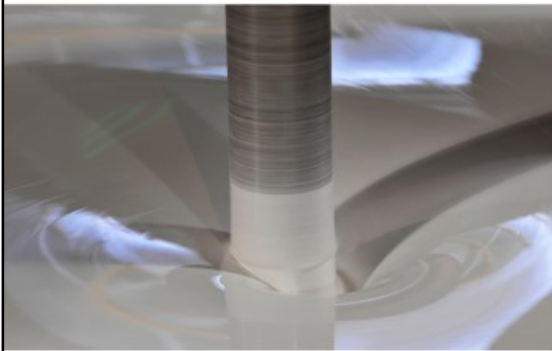
PROTECTIVE COATINGS

Look Beneath the Surface.

Because a quality coating job starts with a  
**quality coating system.**

[induron.com](http://induron.com)

| [protecto401.com](http://protecto401.com)



### Total Coatings Support For

Water Tanks  
Treatment Plants  
Industrial Applications

### Makers of PROTECTO401

The Proven Ceramic Epoxy Lining  
The Ductile Iron Pipe & Fittings  
Lining Of Choice Since 1981.

### Certified Compliant

AWWA Coatings Standards  
NSF Standard 61

### Member

American Water Works Association  
Water Environmental Federation  
Steel Tank Institute / Steel Plate Fabricators Association  
Society For Protective Coatings  
National Rural Water Association



**PRODUCT  
POSTER**

**TWENTY NINE YEARS IN USE.**  
And Counting.

**THOUSANDS OF MILES LINED.**  
And Counting.

**NUMBER ONE INDUSTRY-WIDE.**  
And Holding.



**PROTECTO 401**

THE PROVEN CERAMIC EPOXY LINING.

**[protecto401.com](http://protecto401.com)**



**205-873-1105**  
**[hare@harebrains.com](mailto:hare@harebrains.com)**