

LEX

We Deliver the Power™

Marketing Manual

2011 Edition

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LEX

We Deliver the Power™



Brand Style Guide

Introduction

The Lex House Style has been created to ensure a distinctive look and feel throughout our brand communications. From brochures, to specification sheets, to advertising and Web sites, our house style promotes a cohesive yet truly differentiated graphic style that sets us apart from our competitors.

Our house style expands upon the Lex signature artwork to include our typography, secondary elements, primary and secondary color palettes and a versatile application system. The result is a unique brand identity.

Because consistency is essential for growing and maintaining recognition in the Lex brand, we ask that you reference these guidelines as often as necessary to ensure the cohesive application of our house style.

Primary Signature

The primary Lex signature is a unique piece of artwork that has been specially designed for our brand.

Consisting of the Lex wordmark and tagline, the signature is our principal brand identifier and is intended for all our communications, including brochures, stationery, signage and packaging.

The full-color signature is always preferred.

Variations of the signature identifying specific Lex businesses are available for appropriate collateral.

In highly specialized applications, such as specific products, the wordmark may be used independently.

It is essential that the signature is never altered, added to or re-created in any way. Even the smallest change to the signature is detrimental to the integrity of the Lex brand.

Only use approved digital art files.



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Primary Signature or wordmark

Tagline

The Lex tagline is another important component of our identity. In addition to communicating the Lex mission, it is also used to complement our signature artwork.

As shown below, the signature and tagline are sized and positioned to support and accent one another and enhance the presentation of each visual element.

The signature is always positioned in the top left corner of a layout. The tagline always appears directly under the primary signature, justified between the 'L' and 'X'.

As with the signature, the tagline is a set piece of artwork that must never be altered or re-created in any way.

The tagline color treatment follows the signature color treatment in every application. For example: the preferred color of the tagline is black coupled with the preferred Lex Blue signature. If a 1-color black signature is used, it partners with a 1-color black tagline. When necessary the tagline can reverse to white.

Size and placement:

The height of the tagline is equal to $\frac{1}{4}$ the height of the signature wordmark.

After sizing the tagline, use its width to determine the minimum distance that should separate it from the signature.

We Deliver the Power™ — The Lex tagline



Trademark Symbol and Sizing

The signature with TM should be used in most communications. To guarantee the proportion of the TM at smaller and larger sizes, two versions of signature are available.

Standard signature

The standard signature is intended for most applications, especially the stationery system and most print collateral, such as brochures. The exhibits demonstrate preferred sizes and scaling percentages for these applications.

The signature with TM is not be sized below 1" in width, or 43% of its original size. The maximum size for this signature is 4.25" or 179% of its original size.

Large usage signature

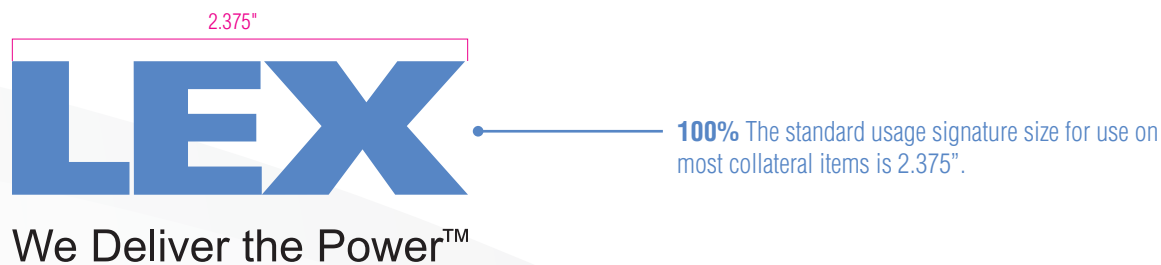
For signature sizes 4.25" in width and greater, the large usage version is to be used. It has been drawn to ensure the TM does not appear out of proportion with the rest of the artwork.

This signature version can be scaled to extreme sizes. When doing so, the size of the TM may need to be adjusted to keep proportion with the rest of the signature artwork.

Signature without TM

The signature may be used without the TM under specific circumstances. When considering this option, the marketing department must be consulted for approval.

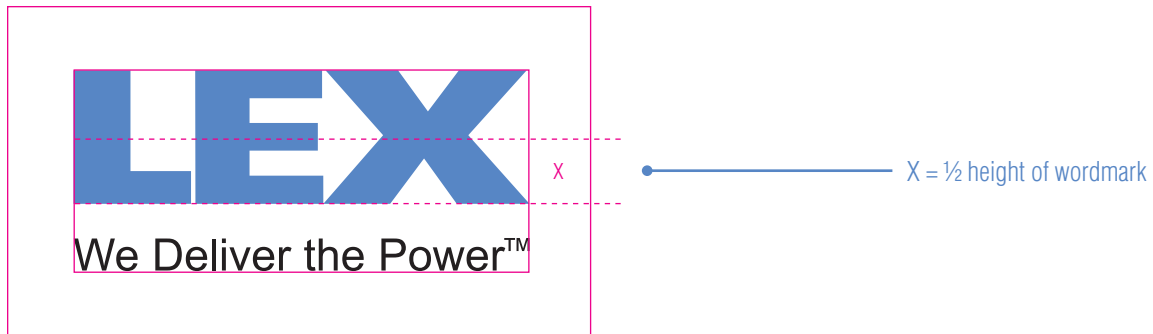
Standard Usage Signature: for stationery, brochures and most collateral items.



Clear Space

The Lex signature should always be surrounded by a generous field of clear space in every application. This isolates the signature from competing visuals such as graphics and text.

As shown in the exhibit, the minimum amount of clear space that can surround the signature is equal to 1/2 the height of the wordmark, defined here as X.



Signature Colors

Primary and Secondary Colors

The Lex Products (LP) colors represent our main color identifiers. Lex Blue is identified within the signature. Lex Blue and Gray (secondary) are used throughout our visual identity system for text, rules and color fields.

The values provided here should be referenced to ensure the principle colors are always reproduced as accurately as possible.

Lex Blue

PANTONE 2718
C 67, M 41, Y 0, K 0
R 90, G 135, B 198
Web Hex: 66 99 cc

Lex Gray

PANTONE Cool Gray 10
C 0, M 0, Y 0, K 60
R 0, G 0, B 0 (60%)
Web Hex: 81 82 85

Accent Colors

The Lex Products accent colors have been selected to add more color options, but in limited applications only. Because Lex Blue and Gray are our principal color identifiers, the accent colors are intended strictly for supporting design elements. It is important to remember that the accent colors should never be used to dominate a layout. Reference the color values provided here to ensure the accent colors are reproduced as accurately as possible.

LP Light Yellow

PANTONE 116
C 0, M 16, Y 100, K 0
R 255, G 210, B 0
Web Hex: xx xx xx

LP Dark Yellow

PANTONE 152
C 0, M 51, Y 100, K 1
R 243, G 144, B 29
Web Hex: xx xx xx

LP Red

PANTONE 1807
C 0, M 100, Y 96, K 28
R 179, G 32, B 37
Web Hex: xx xx xx

LP Light Blue

PANTONE 2718 (60%)
C 40, M 24, Y 0, K 0
R 150, G 174, B 218
Web Hex: 96 ae da

Black

PANTONE 0000
C 0, M 0, Y 0, K 0
R 0, G 0, B 0
Web Hex: 00 00 00

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc. Please refer to the latest edition of the Pantone Color Guide.

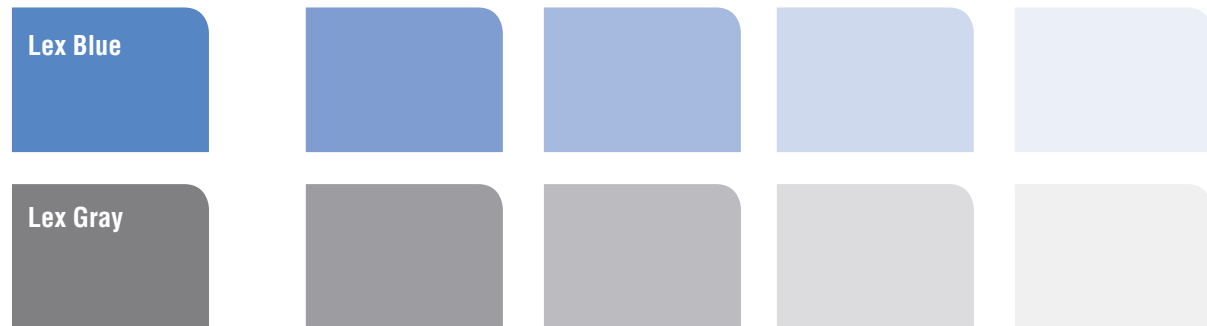
Tint Values

As with the accent colors, the tint palette has been selected to add more color options, but in limited applications only.

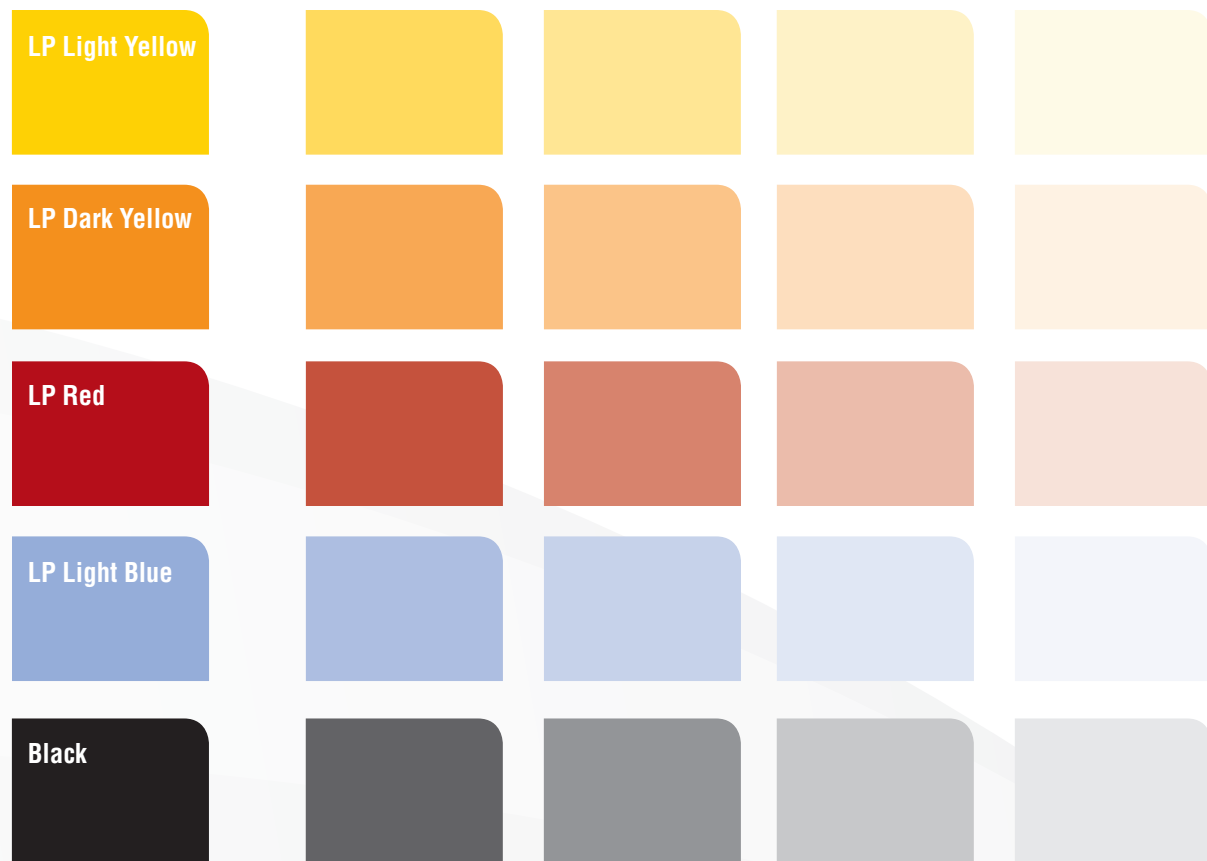
They are intended strictly for supporting design elements. The tints must never be used to dominate a layout.

Reference the color values provided here to ensure the tints

Principle Palette



Accent Palette



100%

75%

50%

25%

10%

Typography

The Lex graphic system uses the Helvetica LT Std typeface family. Its clean and modern letterforms remain highly legible in a wide variety of reproduction methods.

For Microsoft applications, such as Word, Excel and PowerPoint, Arial can be used as a substitute font.

Helvetica LT Std Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica LT Std Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Graphic Elements

Gradient Bar

XXXXXXXXXXXXXXXXXX



Connected Globe



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Copywriting Style Guide

General Specifications

Commas are used between each specification.
Capitalization for proper nouns only.

Correct	Incorrect	Explanation
Amperage = "A" 200 Amps	200a, 200 A, 200AMPS, 200Aps	use "Amps" only in the title, use "A" everywhere else
Cam-type	Cam-Type, cam type, cam-type	
3-phase or 3Ø	3 phase, 3 Phase, three Phase, three phase	
multi-cable	multicable, multi cable	
pin and sleeve	pin-and-sleeve	
3-pole or 2P3W	3-Pole, 3 pole, 2P 3W	
120VAC	120V or 120 VAC	
Standard domestic voltage = 120VAC	125VAC	
DMX512	DMX, dmx512, dmx	
Mil Spec	Mil Std, MIL STD	
Branch circuit rated breakers	- - -	

Product, Brand and Trade Names

Product Names		
Correct	Incorrect	Explanation
EverGrip®	EverGRIP®	
E-string™	E-String	
PowerCon®	PowerCon	
LSC 6Circuit™	LSC 6Circuit	
Wetguard®	Wetguard, WetGuard	
Lex-Loc™	Lex-Loc, Lexloc	
Yellow Jacket®	Yellow Jacket	

Product, Brand and Trade Names

Brand Names		
Correct	Incorrect	Explanation
PowerHOUSE™	Powerhouse, PowerHouse	
PowerFLEX™	Powerflex, PowerFlex	
PowerGATE™	Powergate, PowerGate	
PowerPARTS™	Powerparts, PowerParts	
PowerRACK™	Powerrack, PowerRack	
Cat5e	Cat5E, CAT5E	
PowerPLUS	Powerplus, PowerPlus	
Trade Names		
Correct	Incorrect	Explanation
Cat5e	Cat5E, CAT5E	

Internet Terms

Correct	Incorrect	Explanation
CD-ROM	CDROM, CD ROM, CD-Rom	hyphen, acronym
domain name	Domain Name	lower case
email	e-mail, Email, E-mail, E-Mail	no hyphen needed
Ethernet	ethernet	capital "E"
file name	File Name, filename	two words, lower case
login, logon, logoff	log-in, log-on, log-off	do not hyphenate
online	on-line, on line	one word in all cases for the computer connection term
website	Web site, web site	one word, lower case

Hyphenations

If two words are used to describe a noun, hyphenate the descriptor.

Correct	Incorrect	Explanation
High-pressure hose	High pressure hose	use a hyphen to connect two or more words functioning together as an adjective before a noun

Measurements

Do not use “ for inches and ‘ for feet. In body copy, spell out the measurement.

In technical specifications and ordering information, use numerals and abbreviate measurements to save space.

See the guidelines in technical specifications and ordering information section.

Tagline

We Deliver the Power™

Lex “Main Thing”

Using innovation, teamwork, and integrity to exceed customer expectations.

Abbreviations/Acronyms

In general, avoid abbreviations. Do not use abbreviations or acronyms that the reader would not quickly recognize. Spell out long names or terms on the first reference with an abbreviation in parentheses, and abbreviate thereafter.

Callouts with Bullets

Be active. Begin each callout with a verb. Also be sure to include a benefit with the feature.

Capitalization

Product Literature

Headlines and major subheads: always use initial caps

Subheads: capitalize the first word only (unless proper nouns)

Prints Ads

Headlines and major subheads: always use initial caps

Subheads: capitalize the first word only (unless proper nouns)

Company Divisions

Capitalize the names of the divisions, and departments

Brand Names and Trade Names

Capitalize trade names, and trademarks but the noun is lower case.

NOTE: See Trade names

Occupational Titles

Titles used after the name are not capitalized.

Occupational descriptions before names should not be capitalized.16

Numbers and Numerals

Correct	Incorrect	Explanation
1980's	1980s	use apostrophe
one, six, nine	1, 6, 9	spell out numbers from one to nine in body copy and news releases
10, 100	ten, one hundred	use numerals for numbers 10 and higher in body copy and news releases
Fourteen were sold.	14 were sold	always spell out numbers at the beginning of a sentence

Punctuation

Correct	Incorrect	Explanation
Tips, filters and guns	Tips, filters, and guns	in a simple series, do not put a comma before the conjunction
Red, white and blue	Red, white, and blue	in a simple series, do not put a comma before the conjunction
Reduces costly rework, improves production capacity, and reduces energy costs	Reduces costly rework, improves production capacity, and reduces energy costs	put a comma before the concluding conjunction in a complex series of phrases
It's gone.	Its gone.	"It's" a contraction, meaning "it is"
Its operating system is...	It's operating system is...	"Its" a possessive

Form Numbers

XXXXXXXX

Commonly Misused Terms

Correct	Not Correct	Explanation
anodize	anondize	spelling
breathable	breatheable	spelling
crossover	cross-over	one word
ensure	insure	“ensure” means to guarantee while “insure” refers to insurance
Ethernet	ethernet	capital “E”
webpage	web page, Web page	one word, lowercase
information	info	do not abbreviate
first-come, first served	first-come, first-serve	violates grammar rules

Dashes

Correct	Not Correct	Explanation
2006-07	2006 - 07	use hyphen, no spaces
2006-07	2006--07	use hyphen, no em-dash
69A-230V, 1-ph	69A--230V, 1--ph	use hyphen, no em-dash

Dates

Correct	Not Correct	Explanation
September 1, 2011	Sept. 1st., 2011	Preferred treatment
Sept. 1, 2011	Sept. 1st, 2011	use hyphen, no spaces
September 2011	Sept. 2011	spell out when used alone, or with year alone

Technical Specifications and Ordering Information Abbreviations

Length	
feet	ft
inch	in
meter	m
centimeter	cm
millimeter	mm
Weight	
pounds	lbs
ounces	oz
kilograms	kg
gram	gm
Pressure	
pounds per square inch	psi
Bar	bar
mega pascal (a mega pascal is 10 ⁶ pascal)	MPa
Temperature	
Fahrenheit	°F
Celsius	°C

Telephone/Facsimile

Use dots instead of dashes and parentheses.

Correct	Not Correct	Explanation
800.643.4460	(800) 643-4460, 800-643-4460	dots, no dashes or parentheses

Electrical Terms

Zero-volt reference	Ground
ampere	Amps, A
voltage	volts, V
Ohm	Ω
Joule	joules
Watt	W
Kilowatts	kW
Hertz	Hz
American Wire Gauge	AWG

NEMA Rating Terms	
Type 1	indoor use and provide protection to personnel against access to hazardous parts and against ingress of falling dirt
Type 2	indoor use and provide protection to personnel against access to hazardous parts and against the ingress of falling dirt, dripping water, and light splashing of water
Type 3	indoor or outdoor use and provides protection to personnel against access to hazardous parts and against the ingress of falling dirt, windblown dust, rain, sleet, snow, and the external formation of ice on the enclosure
Type 3R	indoor or outdoor use and provide protection to personnel against access to hazardous parts and against the ingress of falling dirt, rain, sleet, snow, and the external formation of ice on the enclosure
Type 4	indoor or outdoor use and provide protection to personnel against access to hazardous parts and against the ingress of falling dirt, windblown dust, rain, sleet, snow, splashing water, hose-directed water, and the external formation of ice on the enclosure

Military Specific Terms

Term	Definition
MEPDIS-R	Mobile Electric Power Distribution Replacement System
NSN	National Stock Number
GSA Contract Number	General Services Administration, our contract number is GS-07F-0296N
WAWF	Wide Area Work Flow, used for electronic invoicing
Class L Mil Spec	military connectors that are built in accordance with military specifications
ECU	Environmental control units
MIL-C 99229	Class L connector
CAGE Code	Commercial and Government Entity Code

Press Releases

Getting Started

Thank you for choosing to invest in Vocus Small Business Edition. As your personal Account Executive I am here to ensure that you get the most out of your investment. I'm going to go into detail about the different parts of the software and how to best utilize each field. I hope this will make the process of uploading press releases much easier. In addition, I am going to offer best practices on how to optimize your releases as well as offer an understanding of the analytics. Please use this as a reference when writing releases and don't hesitate to call or e-mail me with any questions you may have.

Writing Your Press Releases

Writing a press release or thinking of a topic that is newsworthy can seem difficult, but it does not have to be. I want to remind you that you can write news about almost anything even if it's not major news. You can write about something going on within your industry, such as an announcement, event, survey, etc. Press releases should be just 300-800 words, so it doesn't have to be a novel. The most important thing is to submit a press release once a month to get the backlinks and fresh content out there. Consistency is the key. By optimizing for the same keywords in every press release you will gain ground within the search engines. The goal is to submit one press release a month over your 12 month campaign of releases. If you are having trouble thinking of content ideas or would like me to look at your release before you send it out, please feel free to email me at kebi@vocus.com. I am always happy to help. I recommend sending me a draft of your release before sending it out and I can offer tips on ways to best utilize advanced features or improve the search engine optimization. You want to remember to not exceed one link per every 100 words. In addition, take a look at the PRWeb Guidelines when writing your release (<http://www.prweb.com/pr/press-release-tip/index.html>). Once you have your press release written, you will then be ready to upload the release in to the software.

Upload Your Press Release in the Software

The first step is to login to your Vocus SBE account at <https://vocuspr.vocus.com> and sign in with your user id and password. If you forget your password, call me and I can reset it for you. Once you have logged in you will be on the home page.

To start a release, you will want to click on "New Release" if you are on the home page, or "Create Release" on the My Releases tab.

Release Date

You can choose the time you prefer to send your release out. Simply click on the calendar and select the release date. The best days to send out a press release are typically Tuesdays-Thursdays.

Headline

The Headline Should be in Title Case (capitalize first letter in each word) and the total length is recommended to be around 80 characters, but it is important to have less than 20 words and 119 characters. It is best to place your keywords in the first 65 characters for complete Google indexing. The headline is the only place you can't have links.

Summary

The summary should be a brief description (1-4 sentences) of the press release. You can place a link in the summary, but it is not vital. Many journalists simply scrape the summary of your article and repost on a blog or another Web site so you want to ensure that your company name and news announcement is there.

Body

Make sure the content in the body of the press release is objective and avoid direct address (first or second person – I, me, you, your, our, etc). Also, remember to not exceed one link per every 100 words. It is always good to place a link in the first paragraph and again in the boiler plate (About Your Company section) of your press release. Anything that you place in quotes will be pulled out as a "quotable" on your PRWeb press release on a rolling basis as the page is refreshed.

Press Releases Continued

Creating Links

In the 'Summary' portion of the setup release process, to create a hypertext link in the software, simply type out the web address and then place the keyword/phrase in brackets. Ex. <https://www.vocus.com> [Vocus Small Business Edition] would appear as Vocus Small Business Edition. You can hyperlink to other landing pages within your Web site. However, within the 'Body' of the release, you can simply create your keyword links by selecting the keyword, highlighting the text and clicking on "Add link" on the right hand corner. Here you can put it in the URL you want embedded in the keyword/phrase.

News Image

Simply click n "Add Image" and select an already uploaded image from your folder or browse and add a new image. The news image will be embedded in your release. File names can contain only letters and numbers. No dashes, underscores, spaces, etc. The maximum file size is 2 megabytes. Under the description field, write a caption that you would like displayed under the news image.

Additional Files

You can add up to 4 additional files that will appear on the right hand side of your press release. This can include a jpeg, mp3, PDF or word document. Ideas of files to include are: A company profile, case study, testimonial, or a picture. It may also be beneficial to include links to your Web site on these attachments so that you can get increased web traffic to your site.

Industry

You can select up to 10 industries for your press release to be distributed to. People can sign up for these industries (RSS feeds) on PRWeb. PRWeb has over 250,000 RSS subscribers so this is a large part of your readership. To get a larger view of these feeds, go to <http://www.prweb.com/rss.htm>. Once you have selected the 10 industries that best fit your audience, select these within the software.

MSA

You can select up to 5 MSA stands for Metropolitan Statistical Area. This field allows you to gain regional distribution to the MSAs that we offer. To get maximum coverage select a major city in each region. (New York, Chicago, Miami, Houston and Los Angeles).

Zip/Postal Code

This allows your press release to be included in a local search. If you are submitting the release on behalf of a client, simply place your client's zip code here.

User Information

Place your contact information here so that a PRWeb editor can contact you if there are any issues with a press release.

Primary Press Contact

This information will be displayed on the right hand side of the press release. Make sure to provide a valid phone number and email address. Also, the Web site that you input here will populate the iFrame on the press release. The iFrame is the live website that appears directly under your press release on PRWeb. You can also provide a secondary press contact if you would like.

Feature Vide

Copy and paste the video code (Google, Yahoo! or YouTube video) and the video will be displayed in the press release.

Trackback

A trackback is one of three methods for Web authors to request notification when somebody links or makes a comment to one of their documents. This enables authors to keep track of who is linking, and so referring, to their articles. It is beneficial to enable the trackbacks and get email notifications sent to your account.

URL Keywords

You want to enable the URL Keywords. Place important keywords in the fields and it will help you to gain online visibility and be indexed in the search engines for these terms. Simply click "customize" to make changes here.

Press Releases Continued

Media Lists

You want to enable the Media Digests. You get to select 1 of the 8 boxes for the SEO package and 2 of the 8 for the Media Visibility module. You have already targeted all of the regional digests through the MSAs if you selected a MAJOR city in each region so you want to select an industry digest that best fits your audience.

Share via RSS

You can simply create this by selecting “Add New” and fill out the title as “Your Company News” and save. This activates the RSS function within your release so that it is made available for people who like your news to subscribe to future ones.

Share via Twitter

You can write a brief tweet about your press release and a link to your press release will be automatically posted to your Twitter account along with the Tweet. If you do not currently have a Twitter account, I strongly encourage you to create one for your company.

Saving your Press Release

In order to properly save your press release, you must populate each field. Once you have done this, your release will be saved as a draft under “My Releases.”

Submitting your Press Release

Once you have populated each field and have saved your release, click on confirm at the top of the page. You can then click on preview, and see exactly what your press release will look like on PRWeb before it goes live. If you want to make changes, simply select modify. Once you are happy with your press release, click on send release. The release will then go to the PRWeb editors and they will make sure the releases do not exceed one link per every 100 words and meet the editorial guidelines. Note: If you would like me to take a quick look before you send out a release, please feel free to call me so that I can make sure you have strategically placed your links in the software. I want to help you succeed!

Analytics

Once you have submitted your press release, it is important to monitor the analytics. The analytics monitors the first 30 days of activity after your release has been sent out on PRWeb. To access the analytics, click on the press release title and the analytics will load. I encourage you to reach out to me after you have submitted a release and schedule a date 2 weeks after you have done so to discuss the analytics with me if you are not currently doing so.

Media Deliveries

This shows you places that Vocus/PRWeb sent your release. It does not currently include the Media Contact Database, but rather the PRWeb distribution only

Headline Impressions

A headline impression is when your headline has appeared on PRWeb, a blog or third party site.

Headline Impressions by Source

This tells you where your headline was displayed, whether it be thru an RSS feed, third party Web site or PRWeb.

Full Page Read

To qualify as a full page read, someone must interact with the press release either by clicking on the release or scrolling down.

Full Page Reads by State and Country

This allows you to see where your readership was located. The darker green indicates more readers and the lighter green indicates fewer readers.

Press Releases Continued

Online Interactions

This shows you an overall view of how many people interacted with your release. Interactions can include clicking on links in the release, opening up attachments, watching videos or interacting with the iFrame.

Referrals by Search Engine

This tells you which search engine people used to find your press release.

Referrals by Search Keyword

This shows you what keywords people typed into PRWeb to locate your press release. It also gives you some great ideas for keywords to utilize going forward.

Details

By selecting this tab within the analytics, you can view which MSAs, industries and zip code you selected for that specific release.

Other Features/Tabs in the Software

My Home

This serves as the basic interface for your Vocus SBE Edition.

Recent Items

Tracks the last 4 items that you have clicked on.

Tips and Tools

Offers tips and guidelines to improve your press releases.

Contact Information

The PRWeb editors are available 24 hours a day and can be reached by dialing 1-866-640-NEWS and selecting option 2. Also, as your Account Executive I am in the office from 8:30-5:30 ET and can be your point of contact for a variety of issues.

My Releases

This is where both your published releases and releases that are in draft mode are placed. A release that is in draft mode will have a pencil next to it. To edit, click on the pencil. You can also click on the thumbnail to open up the press release in PRWeb.

Press Release Tips

- Always make the headline keyword rich. Google recognizes the first 65 characters of a headline so keep that in mind.
- Put the name of your company in the headline or summary. Many journalists, blogs and search engines will simply scrape the summaries from a release and you want to ensure that you are gaining the additional web traffic.
- When optimizing for keywords throughout your release, you want to think “What would someone type into Google to find my Web site.” You want to pick two key phrases or words to optimize for throughout your campaign of releases. Once you do this, you will be able to move up in the search engine rankings for these key terms/phrases.
- It is important to have a consistent campaign of one press release a month over the period of 12 releases.

Websites to Utilize

Track Your Search Engine Rankings: <http://www.mikes-marketing-tools.com/ranking-reports/>

To Select Keywords: <https://adwords.google.com/select/KeywordToolExternal>

Monitor Web site Traffic: <http://www.compete.com>

Monitor Your Backlinks: <http://www.backlinkwatch.com> (Type in your website and see where your web traffic is coming from.)

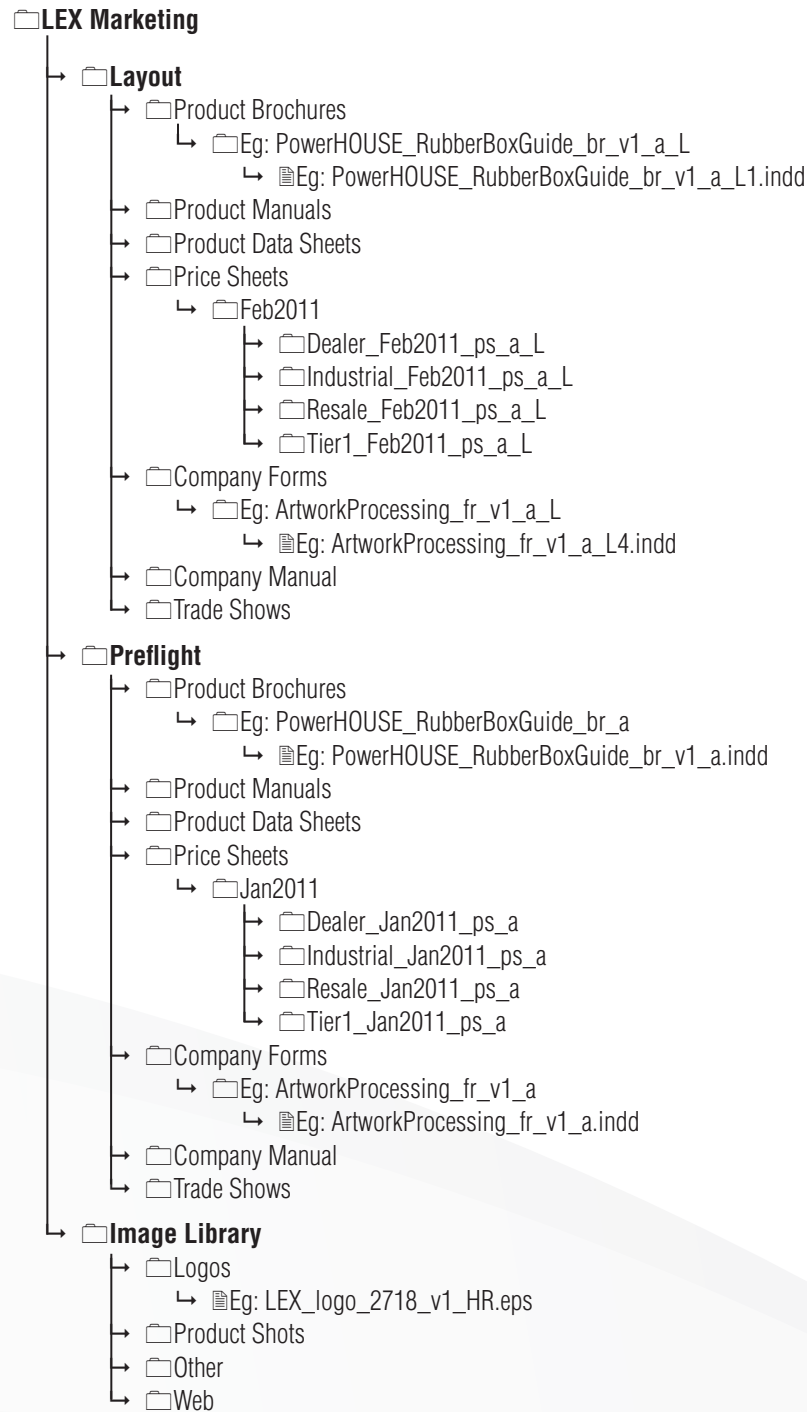
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Saving and Preparing Files

Folder Structure



Folder Definitions

☐ **LEX Marketing:** Houses all of LEX Products marketing materials.

- ☐ **Layout:** The starting point for all new projects to begin an layout (eg. Brochures, Price Sheets, Data Sheets, Manuals, etc.), this also includes projects that are new versions.
 - ☐ Product Brochures: Houses layouts for all product brochures.
 - ☐ Product Manuals: Houses layouts for all product manuals.
 - ☐ Product Data Sheets: Houses all data sheets.
 - ☐ Price Sheets: Houses preflighted files price sheets, broken down by month/year and into 4 divisions.
 - ↳ ☐ Feb2011
 - ↳ ☐ Dealer_Feb2011_ps_a_L
 - ↳ ☐ Industrial_Feb2011_ps_a_L
 - ↳ ☐ Resale_Feb2011_ps_a_L
 - ↳ ☐ Tier1_Feb2011_ps_a_L
 - ☐ Company Forms: Houses layouts for all company forms (eg: artwork approval form).
 - ☐ Company Manual: Houses layouts for the master company manual.
 - ☐ Trade Shows: Houses layouts for all trade show materials, broken down by year and show name.
- ☐ **Preflight:** The folder for final approved layouts. When a layout file is signed-off on by the approval team, it is then preflighted/ packaged and its folder saved in 'Preflight'. All files in this folder are the most current, print-ready version.
 - ☐ Product Brochures: Houses preflighted files for all product brochures.
 - ☐ Product Manuals: Houses preflighted files for all product manuals.
 - ☐ Product Data Sheets: Houses preflighted files data sheets.
 - ☐ Price Sheets: Houses preflighted files price sheets, broken down by month/year and into 4 divisions.
 - ↳ ☐ Jan2011
 - ↳ ☐ Dealer_Jan2011_ps_a
 - ↳ ☐ Industrial_Jan2011_ps_a
 - ↳ ☐ Resale_Jan2011_ps_a
 - ↳ ☐ Tier1_Jan2011_ps_a
 - ☐ Company Forms: Houses preflighted files for all company forms (eg: artwork approval form).
 - ☐ Company Manual: Houses preflighted files for the master company manual.
 - ☐ Trade Shows: Houses preflighted files for all trade show materials, broken down by year and show name.
- ☐ **Image Library:** Folder that houses the master image database, all images used in layouts should be placed from here.
 - ↳ ☐ Logos: Houses all hi-res logos for print use.
 - ↳ ☐ Product Shots: Houses all hi-res product shots for print use.
 - ↳ ☐ Other: Houses all hi-res miscellaneous images for print use.
 - ↳ ☐ Web: Houses all web ready (low-res) logos for web use only.

File and Folder Naming Structure

Artwork Type Key

Advertisement = ad
Brochure = br
Catalog = ca
Flier = fl
Datasheet = ds
Manual = mn
Form = fr
Email Campaigns = ec

Layout Files

General Literature:

For use with brochures, data sheets, price sheets, etc. Generally for files created using InDesign.

ProductFamily_ProductName_Type of Artwork_version(v)_revision(a)_layout version(L#)

eg: PowerPLUS_ConnectorStrips_br_v1_a_L1.indd

Price Sheets:*

Type (Dealer, Resale, Tier1, Industrial)_MonthYear_ps_version(v)_revision(a)_layout version(L#)

eg: Dealer_Jan2011_ps_a_L1.indd

*Price sheets will be housed under their corresponding month/year folder (eg: Jan2011 folder)

Company files:

LEX_Short description of item_ArtworkType_version(v)_revision(a)_layout version(L#)

eg: LEX_ArtworkProcessing_fr_v1_a_L1.indd

Corresponding Layout Folders

Unless noted otherwise, all files should be saved in corresponding folders using the same naming conventions above (excluding Layout #).

eg: PowerPLUS_ConnectorStrips_br_v1_a_L

Preflight Files (final approved layout)

General Literature:

For use with brochures, data sheets, pricesheets, etc. Generally for files created using InDesign.

ProductFamily_ProductName_ArtworkType_file version(v)_a

eg: PowerPLUS_ConnectorStrips_br_v1_a.indd

Price Sheets:*

Type (Dealer, Resale, Tier1, Industrial)_MonthYear_ps_file version(v)_a

eg: Dealer_Jan2011_ps_v1_a.indd

*Price sheets will be housed under their corresponding month/year folder (eg: Jan2011 folder)

Company files:

LEX_Short description of item_ArtworkType_file version(v)_a

eg: Dealer_Jan2011_ps_v1_a.indd

Corresponding Preflight Folders

Unless noted otherwise, all files should be saved in corresponding folders using the same naming conventions above.

eg: PowerPLUS_ConnectorStrips_br_v1_a

File and Folder Naming Structure continued

Images

Logos

For use with all company and product logos (.psd, .tif, .jpg, .png, .eps, .ill).

Name (product family, company, agency approval, etc.)_color mode_High Resolution(hr)_version_a

eg: LEX_logo_2718__hr_v1_a.eps

Product Shots

For use with all product photos (.psd, .tif, .jpg, .png)

ProductFamily_ProductName_color mode_High Resolution(hr)_version_a

eg: PowerGATE_PowerInputPanel_4C_hr_v1_a.jpg

Other

For use with all other company and stock* photos (.psd, .tif, .jpg, .png)

ShortDescription_color mode_High Resolution(hr)_version_a

eg: LEX_GlobeConnectedPlug_4C_hr_v1_a.tif

*Use current file name as the file description eg: istock_000008434483_4C_v1_HR.jpg

Web Images

For use with all images to be used on the website or emails (.jpg, .gif, .png)

All web images should be saved at 72dpi (low resolution) and in RGB color.

Logos:

Name(product family, company, agency approval, etc.)_rgb_size_version_a

eg: LEX_rgb_lx_v1_a.jpg

Product Shots:

ProductFamily_ProductName_rgb_size_version_a

eg: PowerGATE_PowerInputPanel_rgb_sm_v1_a.jpg

Other:

ShortDescription_rgb_size_version_a

eg: LEX_GlobeConnectedPlug_rgb_md_v1_a.jpg

Corresponding Image Folders

All images should be saved under the appropriate folder in the Image Library folder (eg: Save all hr logos in the 'Logos' folder).

File and Folder General Guidelines

Always use an underscore (_) between naming items.

Never use blank spaces in file names.

Always observe the appropriate use of capitals in the product name and short description sections (see 'Folder and File Naming Structure' section for examples).

Color Mode

CMYK = 4C

RGB = rgb

Pantone = [No.]

Grayscale = bw

White = ko

Web Image Sizes

Extra Large = xl

Large = lg

Medium = md

Small = sm

Image Widths

xl = 400px

lg = 189px

md = 90px

sm = 36px

Archiving and New Versions

Archiving

Each job type folder (Product Brochures, Product Manuals, etc.) will have an 'Archive' folder. When a job is moved to the Preflight folder, the original layout folder should be moved to 'Archive' to avoid any confusion.*

*The idea is to have works in progress live in the Layout folder and completed and approved work live in the Preflight folder. This will create a clear definition between approved and non-approved jobs and will ensure that only latest versions are being used.

New Versions

If a new version of an existing job is requested. Always use the preflight file to create the new version.

Follow these steps for creating a new version:

- Create a new job folder in Layout (eg: PowerPLUS_ConnectorStrips_br_v2_a_L)
- Open the last version (eg: v1) preflighted file, choose 'save as' and rename the file with the new version number (eg: v2).
- Save the renamed file to the new folder in Layout.
- Move older version into the Preflight Archive folder.
- Begin working on new version.

Image Library General Guidelines

Print Images

- 300dpi or higher (high resolution)
- Use CMYK or Pantone color mode
- Logos with type must be outlined if saved as .ill, or .eps
- Named using the appropriate naming convention.

*DO NOT save an image to the Image Library until it adheres to the guidelines above. Keep images in a separate desktop folder until they can be converted to meet the guidelines.

Web Images

- 72 or 96dpi (low resolution)
- Use rgb color mode
- Named using the appropriate naming convention.

*DO NOT save an image to the Image Library until it adheres to the guidelines above. Keep images in a separate desktop folder until they can be converted to meet the guidelines.

Artwork Specifications - File Requirements

- 1 Fonts: All fonts used should be collected with the file (preferably as type 1 – screen and printer font). Avoid stylized fonts from within applications, true type or variable size fonts.
- 2 Supply all supporting/linked files. When supplying a flattened image file it is recommended that the layered Photoshop file be supplied as well in case manipulation is required in the future. It is preferred to have images linked rather than embedded.
- 3 Software/format supported: is on the Mac & PC platforms. The majority of files supplied have been created using Adobe Illustrator, Photoshop and InDesign. Other platforms, software and formats need to be addressed on a case-by-case basis.

Artwork Specifications - Design Elements

- 1 Design using Pantone and CMYK color space.
- 2 Graphic designs should be created to fit at full scale. Follow the orientation for front/top of graphics as identified on the structure. The die should be on a separate layer and output as 100% magenta spot color. The file number (die Line ID number) and print side should also be identified.
- 3 Build the file(s) in the colors desired and delete all unused swatches. For images requiring spot colors build as a DCS file. [(For PMS colors use the standard ink name from Pantone Library) (Eg: 2935 C)]. Note: Grayscale tifs colorized in Indesign are acceptable but are not preferred by most production vendors.
- 4 Check consistency (CMYK breakdowns) of colors used between applications (CMYK values/colors created in Illustrator match those created in Photoshop, or InDesign). Colors should have the same name in all applications. Are some colors PANTONE 2935 C while others are PANTONE 2935 CVC?
- 5 4-color process or Spot images should be supplied at 300 DPI. Effective resolution should be no less than 300. Calculate by dividing the files resolution by the scale that the image is placed (300 DPI @ 100% = 300/1 = 300 Resolution; 300 DPI @ 50% = 300/.5 = 600 Resolution). If these resolutions are not achievable or the design doesn't require (blurred pattern) please assure that the lower resolution supplied is acceptable quality. Note: logos and text supplied as part of an image has degraded quality when compared with those supplied as vector graphics.
- 6 Graphics and/or Illustrations should be extended past the die outline by 1/8" for bleed requirements. If printing in-house graphics and/or Illustrations should hold 1/8" margin.
- 7 Avoid using transparency features and effects. Using these features will require additional desktop time and is very difficult to duplicate in production.
- 8 It is mandatory that spell check be performed on the file before submitting.
- 9 Do not trap files. It is the responsibility of the production vendor.

FTP/Email

A high resolution PDF of the final graphic should be included with the native files. This will be used in comparison to the final workup for quality control purposes and as quick view of work files on the server.

Production

- 1** A color composite printout with a review of black & white separation prints (SEPS) is mandatory before each file submission. The color composite is used in comparison to the final workup for quality control purposes. The black and white prints enable the designer and all others involved to verify how many colors are in the file and confirm that the elements are built using the appropriate color(s).
- 2** Any special requirements or file modifications should be communicated in writing and/or on the composite prints supplied.
- 3** It is required that all files be Preflighted using the InDesign preflight features.

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Workflow

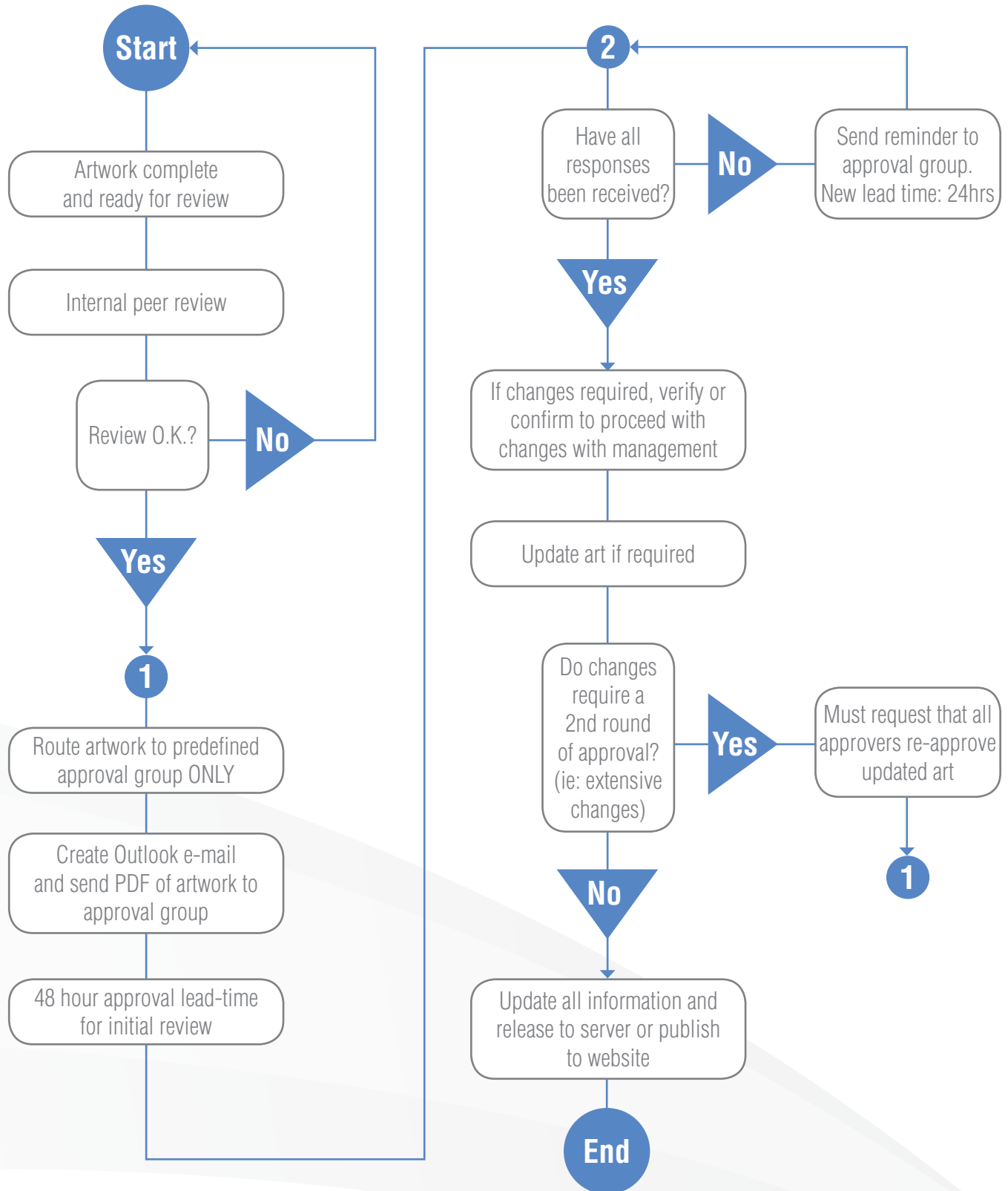
Printed Projects

- 1 Assign Job [part] name (eg: 'Dealer_Jan2011_ps_v1_a_L' for a price sheet).
- 2 Create a Layout folder with the assigned name.
- 3 Gather appropriate information/copy from designated team member (eg: Price Sheets - Bob Ferra), preferably digital files (ie: Word, e-mail text, excel, etc.).
- 4 Route information/copy to management for approval. If there are changes, designated team member must make revisions and re-submit for management approval. When information is ok with management, receive sign-off. Save a copy of the raw information file in the job folder for reference.
- 5 Begin initial creative layout of information. Name document with the assigned Job Name and use official naming convention.
- 6 Route 1st layout to Approval Team in this order (a representative from each): Marketing, Peer, Management, Marketing. Sign-off must be received by each party before the layout is deemed 'clean' and move to production. If a representative has changes, they must mark-up the document for other team members to either agree, comment on, or set changes. If changes are requested, document goes back to marketing/creative team member to make revisions, file is now referred to as '2nd layout' (L2) and goes back out to the Approval Team. Document will circulate/make changes until all team members sign-off and document is clean.
- 7 Once document is clean, it will be pre-flighted and packaged for either commercial or in-house printing. At this time, the Layout version is removed and file will end in 'a' and saved in the Preflight folder. A hi-res PDF will be included in the preflighted folder and put on the server for company use.

Web Projects

- 1 xxxx

Work Approval Flowchart



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Data Sheet Spec Guide

2011 Edition

General Specs for Data Sheets

Choosing a data sheet template

There are four options for data sheet templates. Choosing the appropriate template is directly related to the amount and type of information to be displayed.

Template 1: Generally used for one product. Includes Features and Benefits, Product Information, Specification Table, and one product image.

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818.768.4640 Fax

www.lexproducts.com
info@lexproducts.com
800.643.4460

Product Name
Product Category

Product Image

Agency Approval Logo

Features and Benefits

- Feature one
- Feature two
- Benefit one
- Benefit two

Catalog Number:
XXXXXXXXXX

Description:
Provide a brief description of the product

Typical Applications:
Provide the typical applications for the product

Markets Served:
Provide the markets that the product serves

Specifications

Input	Amperage, phases, voltage, poles and wires, connector type, gender
Output	Amperage, phases, voltage, poles and wires, connector type, gender
Overcurrent Protection	Current and poles
Dimensions	L" x W" x H"
Weight	XX lbs.

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Template 2: Generally used for multiple products under one product family. Includes Features and Benefits, Specification Table, and one product image area.

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800.643.4460

Product Name
Product Category

Product Image

Agency Approval Logo

Features and Benefits

- Feature one
- Feature two
- Benefit one
- Benefit two

Specifications

Catalog No.	Male Connector	Cable	Female Connector	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating
XXXXX-XX	Male Connector Type	Cable Specs	Female Connector Type	Rating

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Template 3: Generally used for one product. Includes Features and Benefits, Product Information, and two product images.

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Product Name
Product Category

Product Image

Agency Approval Logo

Features and Benefits

- Feature one
- Feature two
- Benefit one
- Benefit two

Catalog Number:
XXXXXXXXXX

Description:
Provide a brief description of the product

Typical Applications:
Provide the typical applications for the product

Markets Served:
Provide the markets that the product serves

Product Image

Agency Approval Logo

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Template 4: For use when information does not fit into other template options. It is customized to fit unique layouts, while still adhering to the general style and typography guidelines.

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Product Name
Product Category

Product Image

Product Image

Product Image

Agency Approval Logo

Features and Benefits

- Feature one
- Feature two
- Benefit one
- Benefit two

Catalog Number:
XXXXXXXXXX

Description:
Provide a brief description of the product

Specifications

Input	Amperage, phases, voltage, poles and wires, connector type, gender
Output	Amperage, phases, voltage, poles and wires, connector type, gender
Overcurrent Protection	Current and poles
Dimensions	L" x W" x H"
Weight	XX lbs.

Title

Input	Amperage, phases, voltage, poles and wires, connector type, gender
Output	Amperage, phases, voltage, poles and wires, connector type, gender
Overcurrent Protection	Current and poles
Dimensions	L" x W" x H"
Weight	XX lbs.

EXAMPLE ONLY

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Page Set-Up

Dimensions: 8.5" x 11"

Margins: Top 0.25" Bottom 0.25" Inside 0.625" Outside 0.25"

Document colors: CMYK

Header Template: Use most current header template for product family (PowerFLEX, PowerHOUSE, PowerGATE, PowerPARTS, PowerRACK), placed 0/0 at 100%

LEX Connecticut/California addresses: Helvetica LT Std Light Condensed 9/10 pt, Black

URL, E-mail, Toll free phone number: Helvetica LT Std Bold Condensed 9/10 pt, Pantone 2718

File Name: Helvetica LT Std Light Condensed, 6/8 pt, Black, 40%

The file name should in the bottom right corner of the page, base-aligned with the sign-off.

Colors

The only colors to be used are Pantone 2718 and Black. Tints of these colors are permitted where indicated.

Pantone 2718
67C 41M 0Y 0K

Black
0C 0M 0Y 100K

The use of 100% Magenta is permitted for die lines and other non-printing elements. Turn off layers or delete elements that contain this color before printing.

0C 100M 0Y 0K

Imagery

Template 1: Image shall be no larger than 4.825" x 3.5". One image only.

Template 2: Image shall be no larger than 4.825" x 3.5". One image only.

Template 3: Images shall be no larger than 3.635" x 3.635". Two images only.

Only images photographed according to the LEX Photography Guidelines are to be used

If there is an agency approval (UL, cULus, etc.), symbol may be no taller than 0.5" or wider than 1", in black and white, and placed in the bottom left corner of the imagery area.

General Specs for Data Sheets *continued*

a Header

Brief Title

Unit descriptive text e.g. 400 Amp 3 Phase Motion Picture Box

Helvetica LT Std Bold Condensed, 20/24 pt, Black

Sub-title (optional)

Nickname or commonly used name, or enclosure type

Helvetica LT Std Light Condensed 13/16 pt, Black

b Features and Benefits

Features and Benefits

Key selling points, unique features and advantages. e.g.:

- Light weight yet durable
- Hinged locking cover keeps breakers protected and secure
- Unique dual cam/lug input arrangement accommodates both

Helvetica LT Std Bold Condensed, 11/13 pt, Pantone 2718

"Features and Benefits": Helvetica LT Std Bold Condensed, 14/16 pt, Black

Each feature/benefit listed begins with a bullet (●), followed by a 0.25" indent, then feature text

Each feature/benefit listed is separated by an additional line space

Use a 2.2462" wide dashed line to separate each feature/benefit, 0.5 pt, Pantone 2718, centered horizontally within the additional line space

c Specification Table

Specifications may include, but are not limited to:

- Enclosure type/construction
- Rating: Amperage, phases, Voltage, poles and wires
- Input Connectors: amperage, phases, voltage, poles and wires, connector type, gender
- Output connectors: amperage, phases, voltage, poles and wires, connector type, gender
- Feed Thru Connectors: current, phases, voltage, poles and wires
- Overcurrent protection: current and poles
- Jacket type
- Conductors
- Cable: e.g. 12/3 SJOW-A
- Agency Approvals: e.g. UL Listed
- Overall dimensions: L" x W" x H"
- Weight: xx lbs.

Table Set-Up

Table Alignment: Centered Horizontally

Table/Cell Stroke: Solid, 0.5 pt, Pantone 2718

Header Row Fill: Pantone 2718, 50%

Header Row Stroke: Solid, 0.5 pt, Pantone 2718

Header Row Spacing: Height Exactly 0.375", Top Cell Inset 0.0625", Bottom Cell Inset 0.0625", Left Cell Inset 0.0556", Right Cell Inset 0.0556"

Body Row Fill: Alternating fill every other row, First - Pantone 2718, 20%, Next - White

Body Row Stroke: Solid, 0.5 pt, Pantone 2718

Body Row Spacing: Height At Least 0.375", Top Cell Inset 0.0625", Bottom Cell Inset 0.0625", Left Cell Inset 0.0556", Right Cell Inset 0.0556"

"Specifications": Helvetica LT Std Bold Condensed, 14/16 pt, Black

Specifications: Helvetica LT Std Light Condensed, 11/13 pt, Black



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a

	Product Name
	Product Category



Features and Benefits

b

- Feature one
- Feature two
- Benefit one
- Benefit two

Catalog Number:
 XXXXXX-XXX

Description:
 Provide a brief description of the product

Typical Applications:
 Provide the typical applicators for the product

Markets Served:
 Provide the markets that the product serves

Specifications	
Input	Amperage, phases, voltage, poles and wires, connector type, gender
Output	Amperage, phases, voltage, poles and wires, connector type, gender
Overcurrent Protection	Current and poles
Dimensions	L" x W" x H"
Weight	XX lbs.

c

General Specs for Data Sheets *continued*

d Product Information

Catalog Number

Official M2M version. May be in the style of DB400N-XX if there are options

Description

An electrical description of the product, in the following formats:

- For cables and connectors: Amperage, Poles, Wires, Voltage, connector type, gender, special features.
e.g. 20A 2P3W 120VAC Stage Pin Male Inline Connector, Clear Cover
- For boxes: Input amperage, input connector, to, (qty) output connectors, enclosure type, NEMA rating.
e.g. 50A Locking Input to (6) NEMA 5-20 GFCI Duplex Receptacles. NEMA 3R Rainproof.

Typical Application

Plain English description/promotion of functionality. Suggest possible usage to provide user context.

e.g. Distributing power to high wattage motion picture luminaires

Markets Served

Choose from the following:

- Motion Picture & Television Production
- Outdoor Events
- Construction Sites
- Entertainment Theatre
- Concert Touring
- Live Events
- Convention Centers
- Military
- Military Base Applications
- Shipyards
- Sporting Events
- Heavy Duty Industrial
- Outdoor Entertainment Venues
- OEM
- Industrial Temporary Power

“Catalog Number:”, “Description:”, “Typical Applications:”, “Markets Served:”: Helvetica LT Std Bold Condensed, 14/16 pt, Pantone 2718

Catalog Number (actual): Helvetica LT Std Bold Condensed, 11/13 pt, Black

Description, Typical Application, Markets Served: Helvetica LT Std Bold Condensed, 11/13 pt, Black



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	Product Name
	Product Category



Features and Benefits

- Feature one
- Feature two
- Benefit one
- Benefit two



Catalog Number:
 XXXXXX-XXX

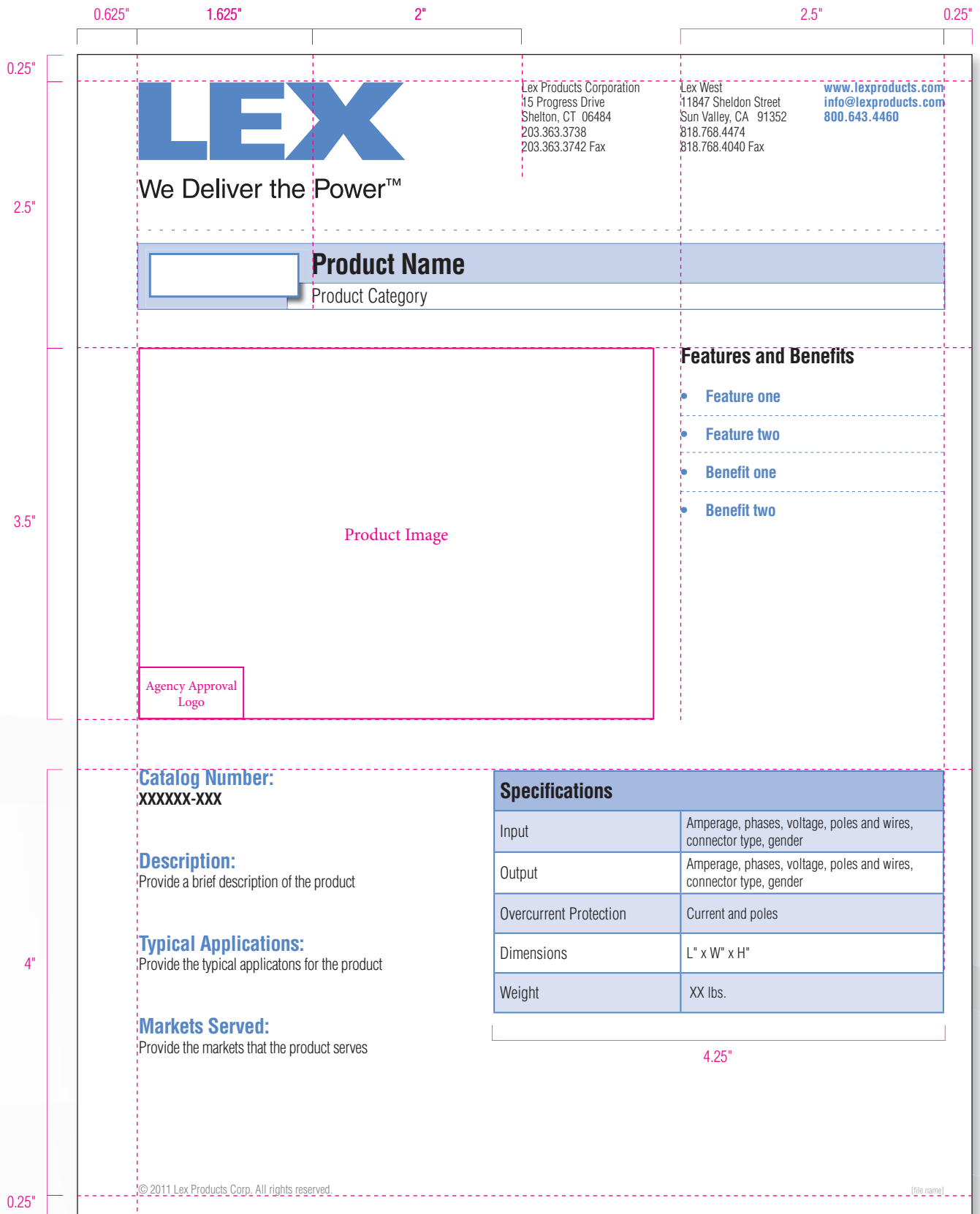
Description:
 Provide a brief description of the product

Typical Applications:
 Provide the typical applicators for the product

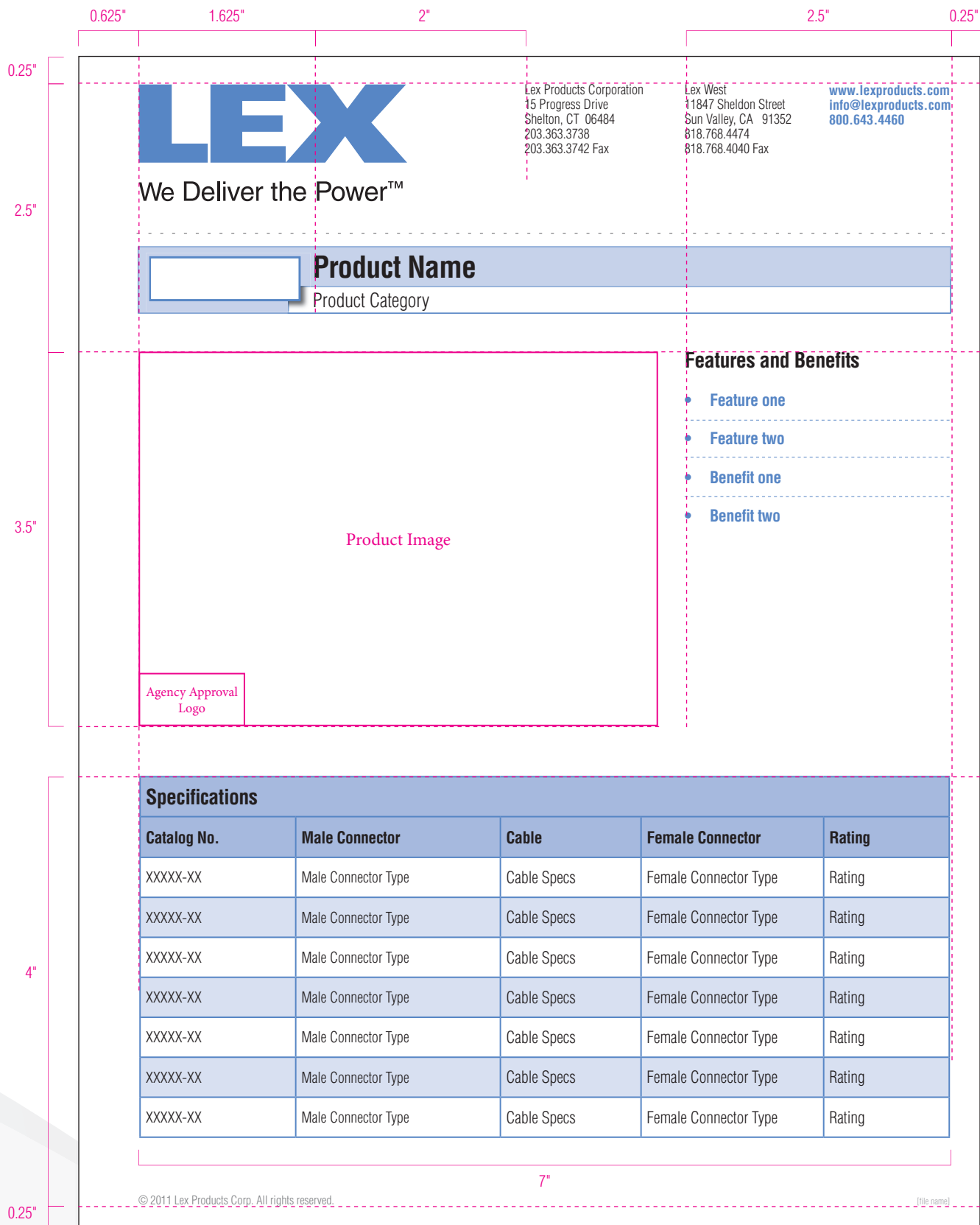
Markets Served:
 Provide the markets that the product serves

Specifications	
Input	Amperage, phases, voltage, poles and wires, connector type, gender
Output	Amperage, phases, voltage, poles and wires, connector type, gender
Overcurrent Protection	Current and poles
Dimensions	L" x W" x H"
Weight	XX lbs.

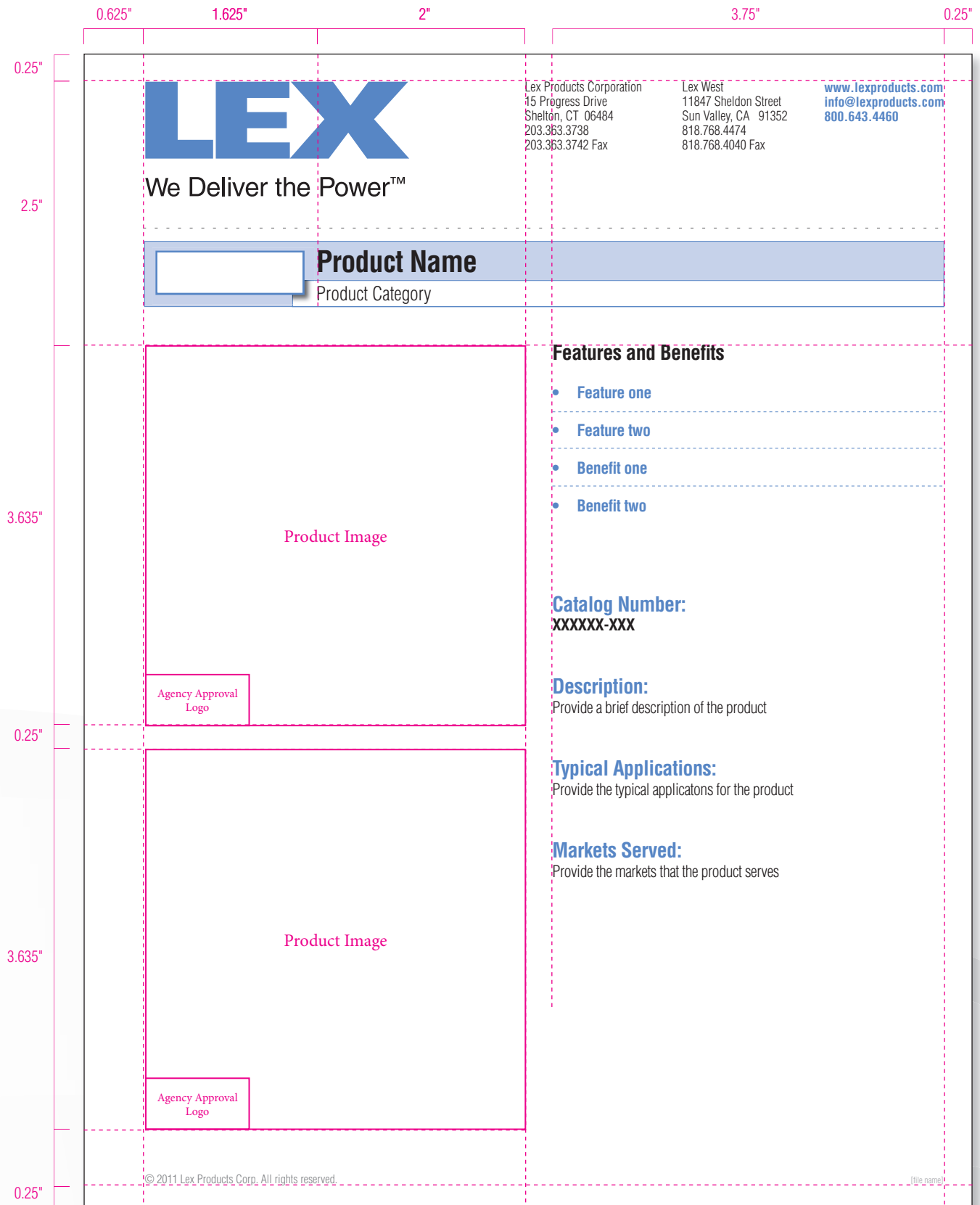
Dimensions: Template 1



Dimensions: Template 2



Dimensions: Template 3



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Preflight Tutorial

2011 Edition

Document Review

Whether you are printing in-house or having the job sent out to a commercial printer, all files must go through Preflight Procedures and Packaged to ensure optimum output quality. Follow these procedures, paying close attention to image links, colors, and text.

Review the Document

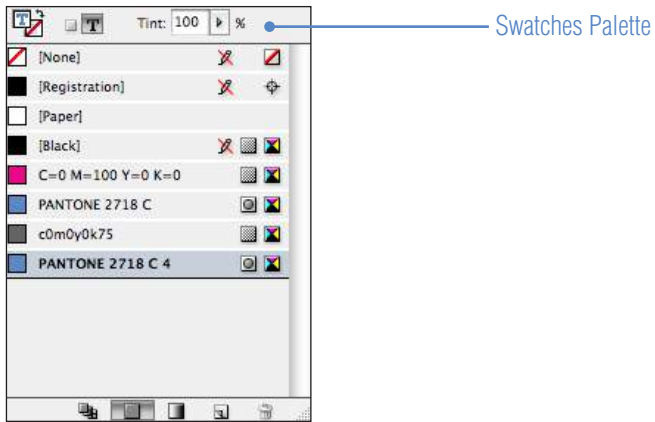
1 Open the file you are going to print.

2 Check Colors

Make sure only CMYK or Pantone colors are used, convert RGB colors or delete.

Go to the **Swatches** palette, go to the Swatches menu and select **Select All Unused**. Delete all unused colors.

Delete duplicate colors.

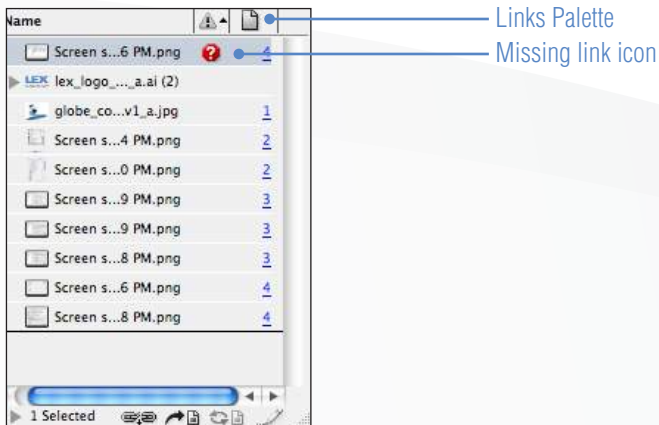


Only **Signature** or **Accent** colors may be used (see **Corporate Style Guide** for approved color break downs)

2 Check Links

Make sure there are no broken links in the **Links** palette.

Relink or delete any missing links.



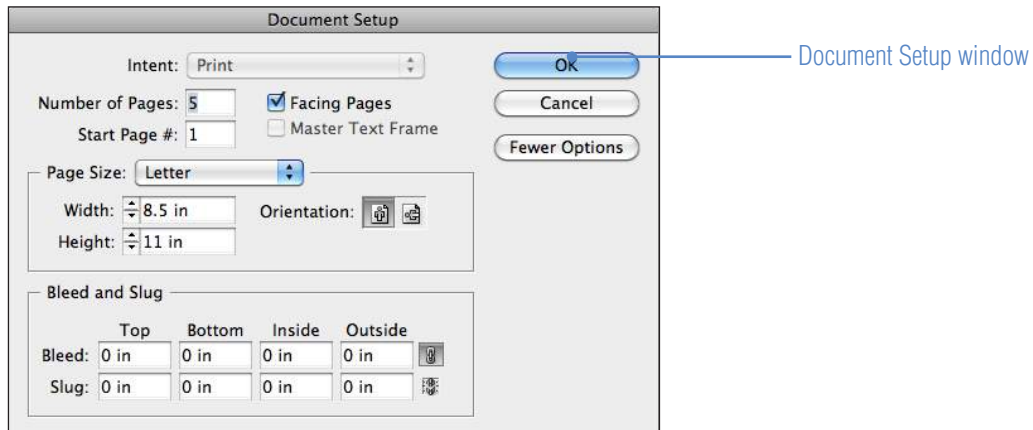
Document Review Continued

3 Check Document Setup

Go to File > **Document Setup...**

Make sure the document is set to the correct size, orientation, and bleed (if applicable).

Click **OK**.

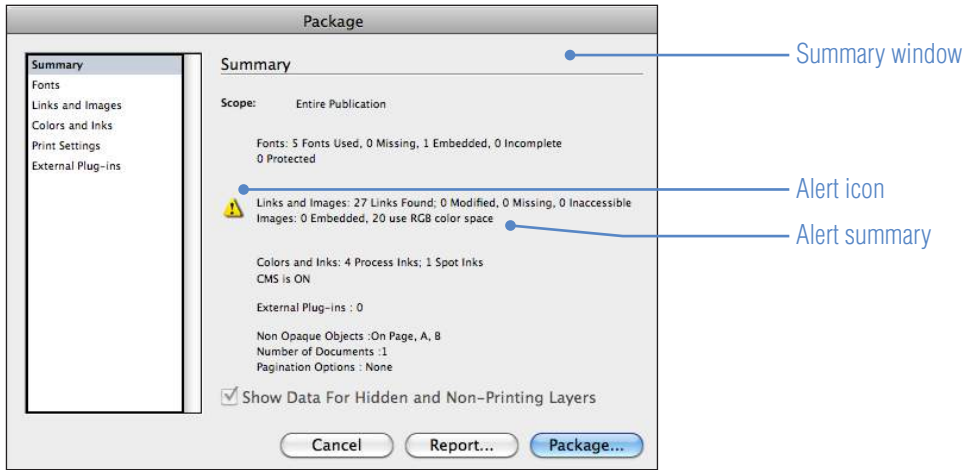


Packaging a File

Collect the Document

- 1 Go to File > **Package**
- 2 In the **Summary** window, check for any alerts.

If there are alerts, **Cancel** and fix the issue(s).



Common Alerts include, but are not limited to:

Alert

Images found that use RGB color space

Link not found

RGB color swatch found

Duplicate color found

Solution

Open the image in Photoshop and convert color space to CMYK or PMS color(s)
It may be helpful to check the Links and Images section to locate the problem link.

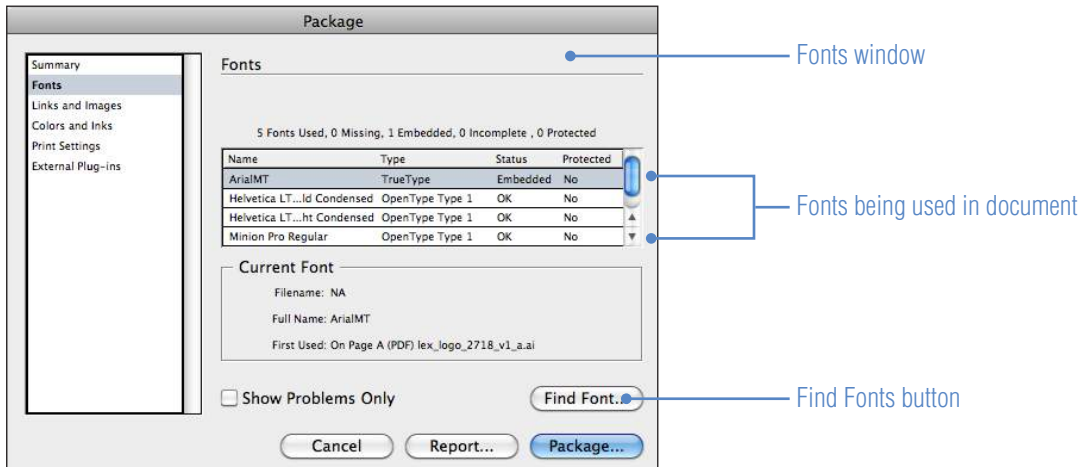
Relink image in Links palette

Convert swatch to CMYK or Pantone color

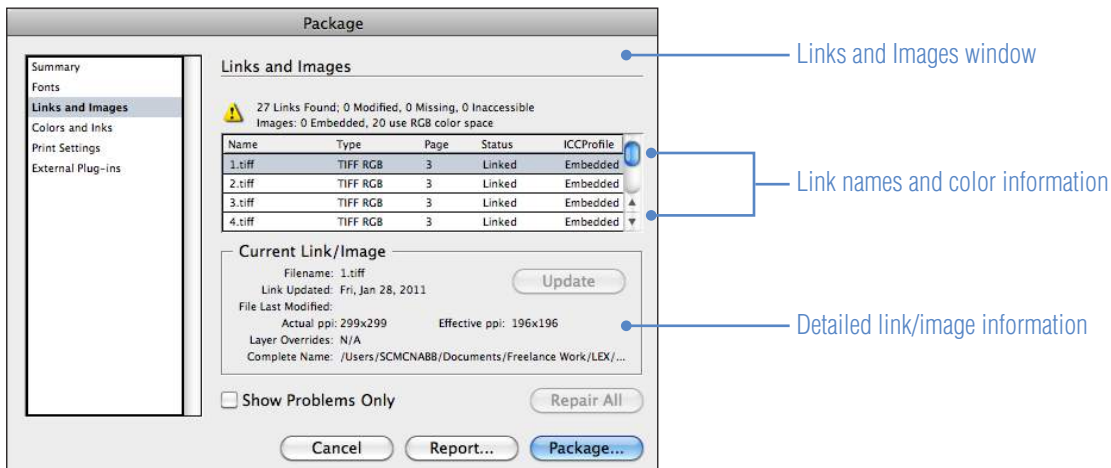
Remove duplicate from Swatches

Packaging a File Continued

- 3 If there are no alerts in the Summary section, move on to **Fonts**. Make sure only fonts dictated in the Corporate Style Guide are used in the document. If other fonts occur, click on the non-approved font and hit **Find Fonts**. Find the font and replace with an approved version.



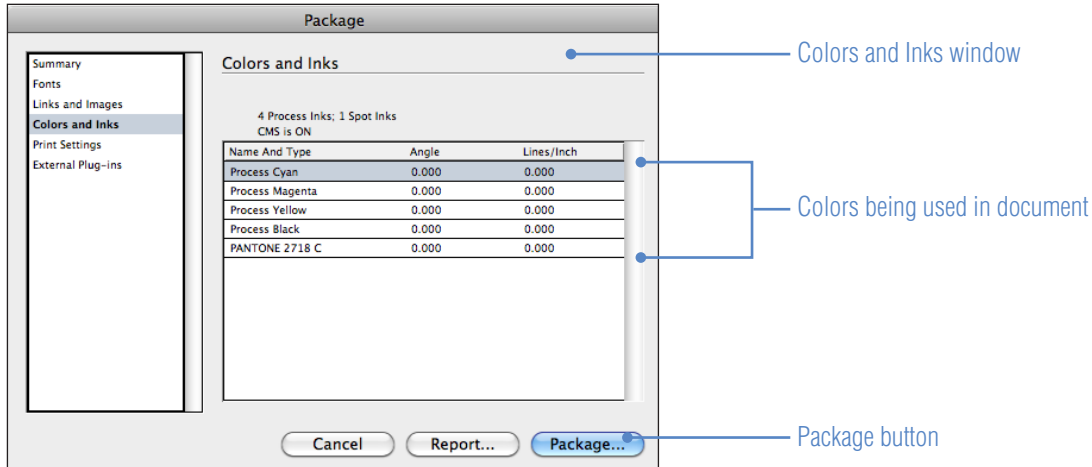
- 4 Once the fonts have been checked, move on to **Links and Images**. If you had no Alerts pertaining to links or images in the Summary section, then this section should be OK. Use this section to help locate and find out more information about links and images that have Alerts.



Packaging a File Continued

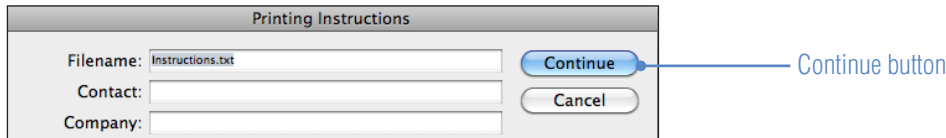
7 Move on to the **Colors and Inks** section.

If you had no Alerts pertaining to colors and inks in the Summary section, then this section should be OK. Use this section to double check that the proper color space is used (no RGB).



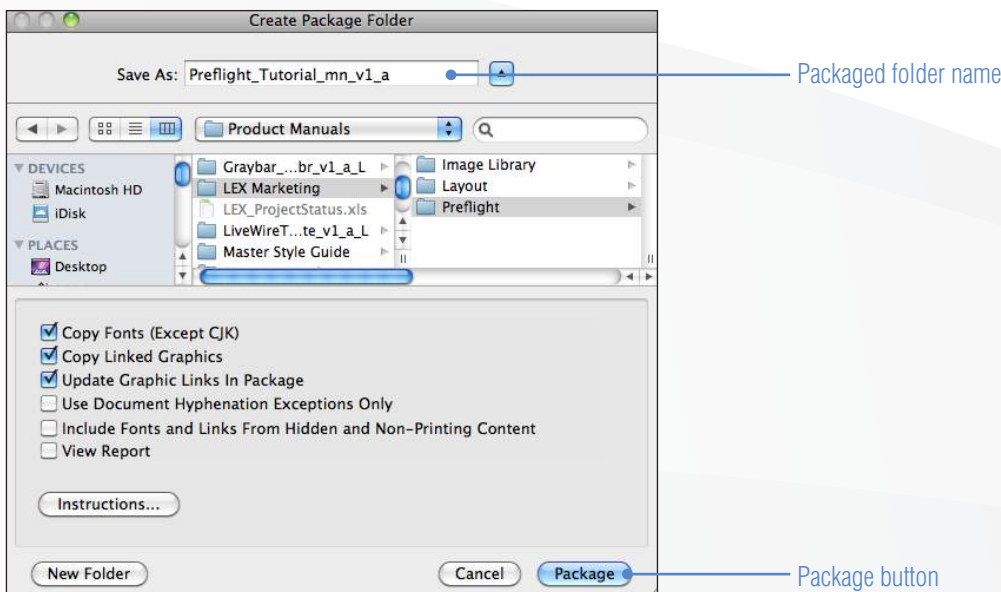
8 Once you have checked the above sections and all items are OK, click **Package**.

9 Click **Continue** in the **Printing Instructions** window.



10 Make sure the Packaged folder name is consistent with the Layout name, except the 'L#' will no longer be deleted and the suffix will become 'a' (eg. PreflightTutorial_mn_v1_a).

Save the Packaged folder to the **LEX Marketing Preflight** folder on the server. Click **Package**.

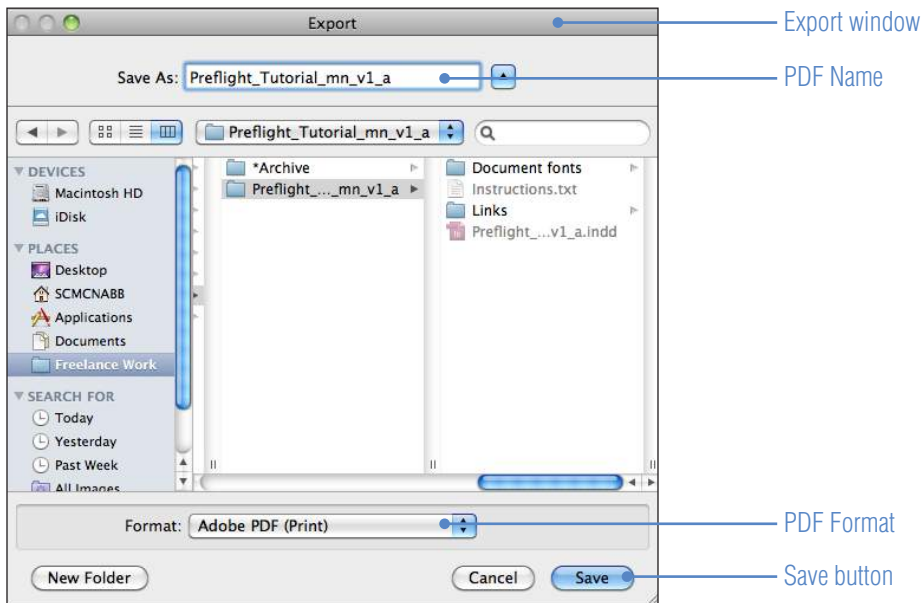


11 Open the Packaged folder and remove the 'L#' suffix from the file name (eg. PreflightTutorial_mn_v1_a.indd).

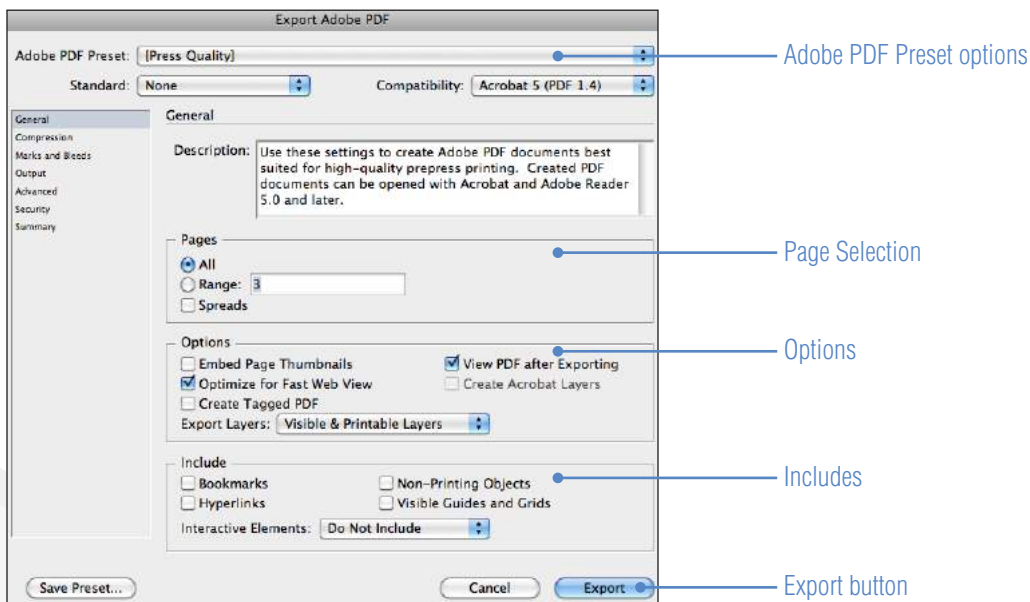
Creating a Print PDF

A print-ready PDF is required to be included with the Packaged folder as a reference for out-sourced/commercial printers to preview the final layout, as well as being a hi-res document that is compatible for company-wide viewing, distribution, and printing.

- 1 Open the Preflighted file.
- 2 Go to File > **Export**
- 3 In the **Format** file select **Adobe PDF (Print)** Save the PDF in the Packaged folder you just created in the previous instructions. Click **Save**.

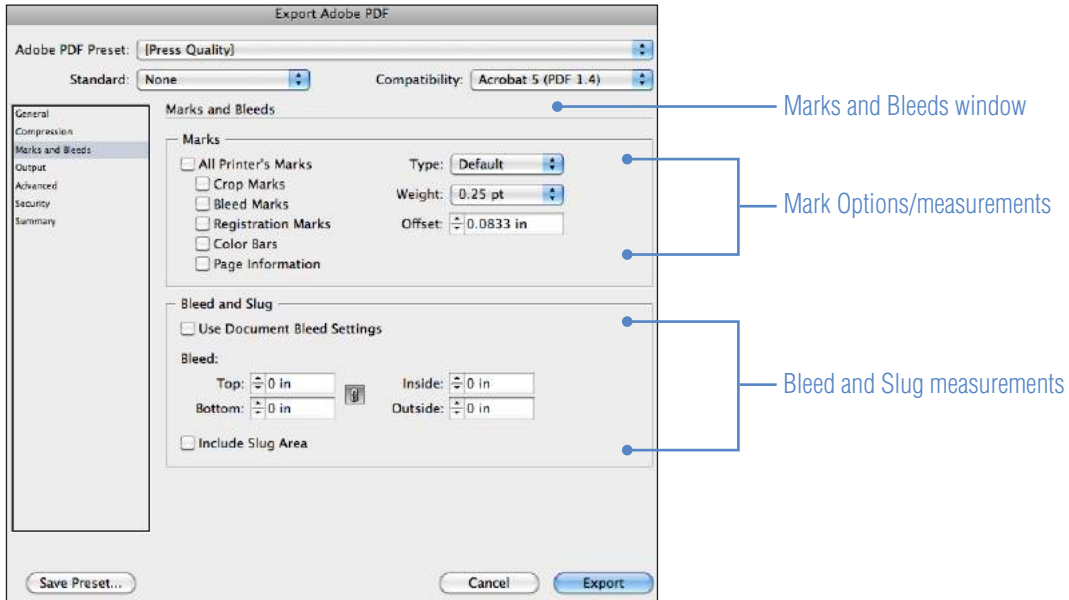


- 4 In the **Adobe PDF Preset** options select **Press Quality** (other presets may be used depending on vendor/printer recommendation. Use 'Smallest File Size' for a low-res PDF, not suitable for printing).



Creating a Print PDF Continued

- 5 Navigate to the **Marks and Bleed** section.
 Check all desired **Marks**.
 Check **Use Document Bleed Settings** if you have set up the document to include bleed measurements (see Document Review section of this tutorial, step 3) or include bleed measurements in the provided fields.

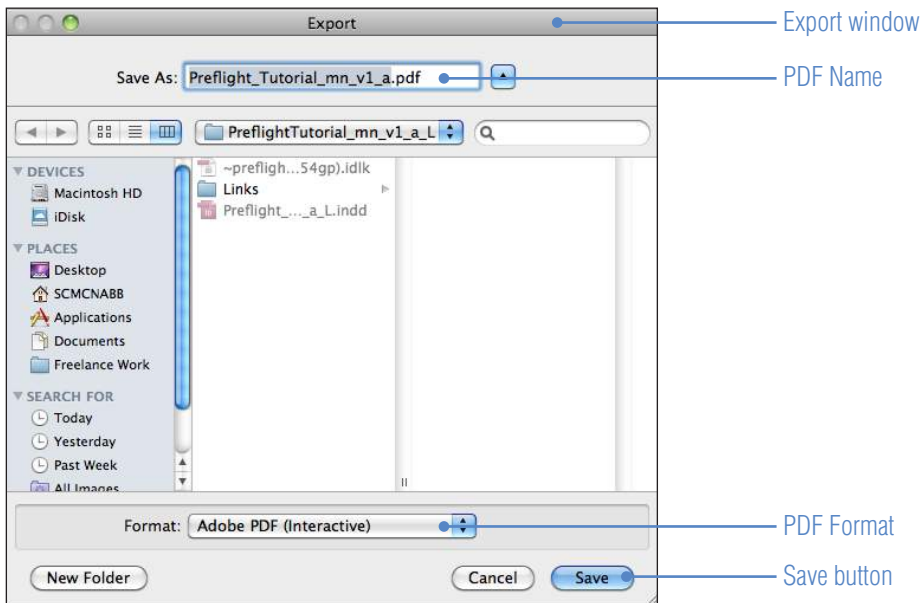


- 6 Click **Export**.
- 7 The actual PDF will appear in approximately 10 seconds, depending on file size (if the **View PDF After Export** option was checked in step 4). Review the PDF for accuracy.

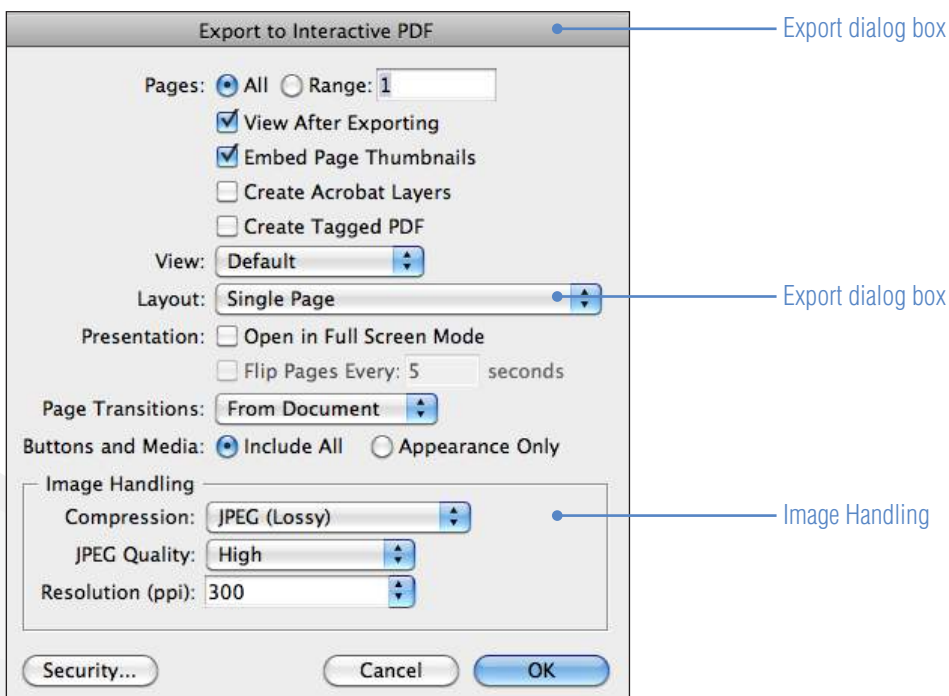
Creating an Interactive PDF

In some cases, an interactive PDF will be required. This type of PDF includes working links to email addresses, websites, and hyperlinks within the document (eg: table of contents).

- 1 Open the Preflighted file.
- 2 Go to File > **Export**
- 3 In the **Format** file select **Adobe PDF (Interactive)** Save the PDF in the Packaged folder you just created in the previous instructions. Click **Save**.



- 4 In the **Export dialog box**, choose the appropriate settings (page range, layout, image handling*).
*Image Compression setting of High is recommended for optimum quality. **Note:** that the higher the image compression, the larger the file size.



LEX

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Web Listing Spec Guide

2011 Edition

Logging in to BrowserCMS:

- 1 Log into the BrowserCMS Web Content Management System site at <http://www.lexproducts.com/dashboard/index.wv>

Enter your username

Enter your password

© 1998-2011 BrowserMedia. All Rights Reserved.
BrowserCMS v2.4.4.1

- 2 Upon log in, you will see your **CMS dashboard**

Dashboard

© 1998-2011 BrowserMedia. All Rights Reserved.
BrowserCMS v2.4.4.1

If an Administrator has assigned a task to you, it will be visible here.

Editing an Existing Product Listing:

- Navigate to the **Content Library** by clicking the tab on the top of the page.

Click on **Product** by using the left-hand navigation bar, under "Content Types" > "lex" > "Product"

Content Library Tab

Left-Hand Navigation Bar

Product

Status	Name # #	Updated # #	Used	View	Edit	Delete
	00 - BrowserMedia - Training Block Two	12/2/10	1			
	00 - BrowserHelp - Main Text	12/29/10	2			
	00 - Sidebar Content	9/29/10	12			
	00 - Training Block	6/19/08	1			
	00 wysiwyg sidebar test	11/3/08	1			
	00 wysiwyg test	9/9/10	1			
	16 Series Cam-Type Inline Connectors - Catalog	12/1/09	1			
Number Changes						
	400A System Motion Picture	10/26/10	1			
	About Lex	6/15/10	1			
	About Lex - Careers	7/27/10	1			
	About Lex - Case Studies	1/29/10	1			
	About Lex - Entertainment Awards	11/2/09	1			
	About Lex - History	1/1/11	1			
	About Lex - Left Navigation	12/4/07	1			
	About Lex - Memberships	10/9/08	1			
	About Lex - Sales	1/1/11	1			
	Address Change	12/28/10	1			
	Answers	2/11/09	1			
	April 2010 Body	4/20/10	1			
	April Livewire	4/1/09	1			

Product page within the Content Library

Status	Product Title # #	Catalog Number # #	Product Line # #	Used	View	Edit	Delete
	100 Amp Stage Pin Input & Feed Thru to Stage Pin Receptacles	DBS100FP-B4G2	100 Amp Portable Distribution Boxes	0			
	100 Amp 3 Phase Motion Picture Box with Tails	DBS1000T-B4B2	100 Amp Portable Distribution Boxes	0			
	100 Amp Brick	DB100A-520	100 Amp Portable Distribution Boxes	0			
	100 Amp Fused Snake Bite	SB300F-125-FUS	Adapters & Splitters	0			
	100 Amp Splitter	SP100-60-F	Adapters & Splitters	0			
	100-400A Adjustable Breaker Boxes	DB400LF-AWB-SS-BR 19DB250LP-AWB-SS	100 Amp Portable Distribution Boxes	0			
	100-400A Adjustable Breaker Boxes		US Air Force	0			
	100A Military MIL-C-22992 Class L Compatible Cable Assembly	MIL100-XX	Class L Mil Spec Cable Assemblies	0			
	100A 240VAC Stage Pin Female Panel-Mount Connector	100FR-200V	Stage Pin Connectors	0			
	100A 240VAC Stage Pin Male Panel-Mount Connector	100MR-220V	Stage Pin Connectors	0			
	100A Cam Type Input to (12) 20 A NEMA 5-20 GFCI Duplex Receptacles	DB100NP-AQQ-S3	100 Amp Portable Distribution Boxes	0			
	100A Commercial Class		Class L Mil Spec				

- Within the Product list, find the product to be edited. Click on the pencil icon to start editing the listing. Eg. Comapny Switch - 400A, NEMA Type 3R Weatherproof

Edit Icon

	Company Switch - 400A, NEMA Type 3R Weatherproof	CS-400F-C6DS3*	400 Amp Company Switches	0			
--	--	----------------	--------------------------	---	--	--	--

Editing an Existing Product Listing (continued):

- 5 You will now see the **editing screen**. Begin editing the appropriate fields, using the guidelines provided below:

The screenshot shows the 'BrowserCMS v2.6' interface for editing a product. The main content area is titled 'Content Library / Edit / Product'. On the left, there is a sidebar with 'File Information' (Name: Company Switch - 400A, NEMA Type 3R Weatherproof; Type: Product; Status: Published) and 'Content Types' (Core, News, CMS Forms, Site Indexing, Portlets, lex, Galleries). The main editing area includes: 'Product Title' (text input: Company Switch - 400A, NEMA Type 3R Weatherproof); 'Product Line' (drop-down menu: 400 Amp Company Switches); 'Customer Segment/Market (check all that apply)' with checkboxes for Entertainment (checked), Industrial, and Military; and a 'Description' field with a rich text editor toolbar. Blue lines with labels 'a' through 'd' point to the Product Title, Product Line, Customer Segment/Market, and Description fields respectively.

a Product Title

Insert Product Title using title case (eg. Company Switch - 400A, NEMA Type 3R Weatherproof).

b Product Line

Select the appropriate Product Line sub category from the drop-down menu.

c Customer Segment/Market

Check all that apply to the product.

d Description

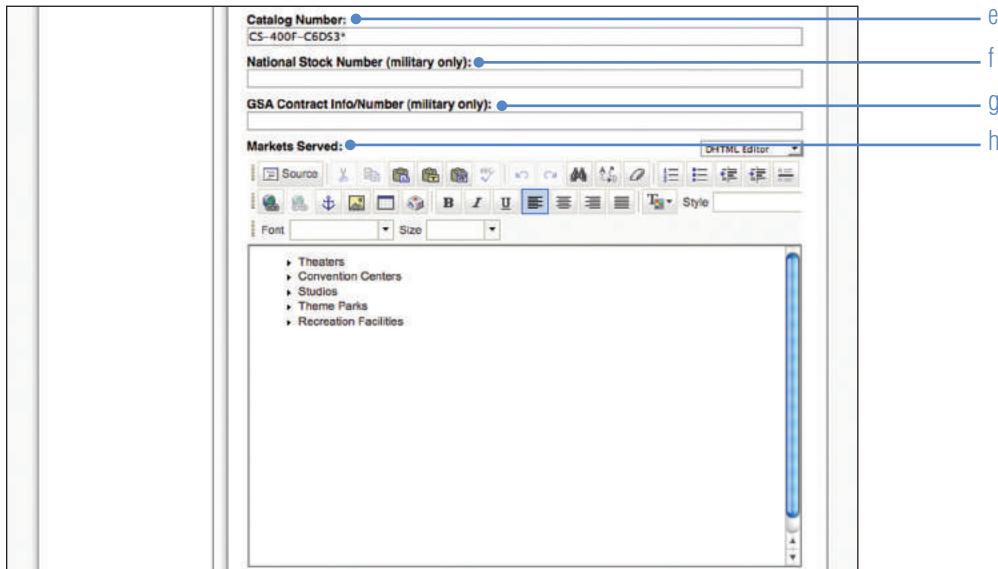
Provide a brief description of the product in paragraph format. May include, but not limited to, information on amperage, poles, wires, voltage, connector type, gender, special features, etc.

Left justify the text.

If copy and pasting into the text box, it must be from a simple text editor program.

Do not copy and paste a description from any other programs (such as Microsoft Word, Outlook, etc.) this will result in complications when publishing the listing.

Spell check before publishing.



e Catalog Number

Insert product catalog number separated by dashes (-).

When inserting multiple catalog numbers, include the HTML code `
` between each product's catalog number.

f National Stock Number

Insert product National Stock number separated by dashes (-).

For use with military products only; may be left blank if not applicable.

g GSA Contract Info/Number

Insert GSA Contract Info/Number separated by dashes (-).

For use with military products only; may be left blank if not applicable.

h Markets Served

Insert the markets served in bulleted list format.

Left justify the text.



Create a bulleted list by using the icon, located in the top menu of the text dialog box. Only use the ► bullet.

Do not put a period at the end of bulleted items.

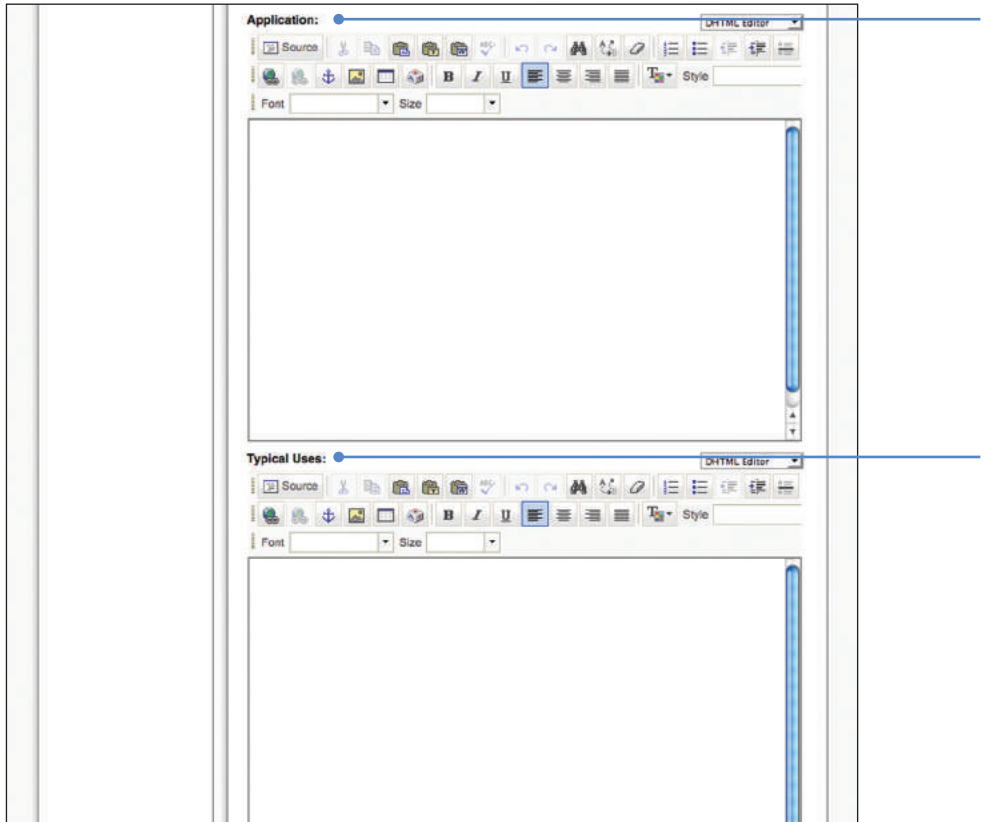
Do not put extra line spaces between items.

List markets beginning with the most common.

Choose from the following list:

- Motion Picture & Television Production
- Outdoor Events
- Construction Sites
- Entertainment Theatre
- Concert Touring
- Live Events
- Convention Centers
- Military
- Military Base Applications
- Shipyards
- Sporting Events
- Heavy Duty Industrial
- Outdoor Entertainment Venues
- OEM
- Industrial Temporary Power

Editing an Existing Product Listing (continued):



i Application

Provide a brief description of the various applications for the product in paragraph format.

Left justify the text.

If copy and pasting into the text box, it must be from a simple text editor program.

Do not copy and paste a description from any other programs (such as Microsoft Word, Outlook, etc.) this will result in complications when publishing the listing.

Spell check before publishing.

j Typical Uses

Insert the typical uses in bulleted list format. Typical uses may be a description/promotion of functionality or suggest possible usage to provide user context. e.g. Distributing power to high wattage motion picture luminaires

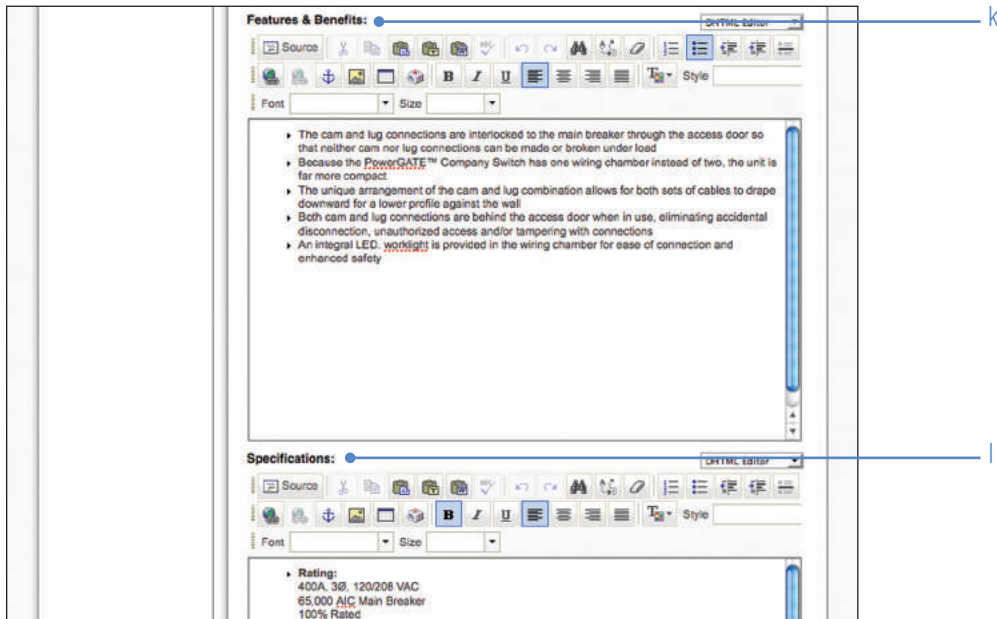
Left justify the text.

Create a bulleted list by using the  icon, located in the top menu of the text dialog box. Only use the  bullet.

Do not put a period at the end of bulleted items.

Do not put extra line spaces between items.

List uses beginning with the most common.



k Features and Benefits

Insert the features and benefits in bulleted list format. Features and benefits may be key selling points, unique features and advantages. e.g. Light weight yet durable

Left justify the text.

Create a bulleted list by using the  icon, located in the top menu of the text dialog box. Only use the ▶ bullet.

Do not put a period at the end of bulleted items.

Do not put extra line spaces between items.

List features first then benefits, do not intersperse.

Spell check features and benefits before publishing.

l Specifications

Insert the product specifications in bulleted list format.

Specifications may include, but are not limited to:

- Enclosure type/construction
- Rating
- Input Connectors
- Output connectors
- Feed Thru Connectors
- Overcurrent protection
- Jacket type
- Conductors
- Cable (e.g. 12/3 SJOW-A)
- Agency Approvals (e.g. UL Listed)
- Overall dimensions (written as: L" x W" x H")
- Weight (written as: xx lbs.)

Left justify the text.

Create a bulleted list by using the  icon, located in the top menu of the text dialog box. Only use the ▶ bullet.

Do not put a period at the end of bulleted items.

Do put one extra line space between items.

Use the following example when formatting the text:

- ▶ **Enclosure:** (bold type, beginning with bullet)
- Brick, NEMA Indoor (regular type, no bullet)
- (line space)

List specifications in alphabetical order.

Editing an Existing Product Listing (continued):

The screenshot shows a product listing form with the following fields and callouts:

- m**: Agency Approvals (drop-down menu)
- n**: Rating (text input)
- o**: Enclosure Type (drop-down menu)
- p**: Pricing (multiple text input fields for different categories)
- q**: Layman's Term (text input)
- r**: Type Of Distribution (drop-down menu)
- s**: Amps (text input)

m Agency Approvals

Choose the appropriate agency approval from the drop-down menu.

Upload the corresponding agency approval logo image.

Click 'Browse' > select the appropriate image file > click 'Open' > click 'Upload'

*Agency logos must be saved at **md** size.

Note: Use Image Size Chart specs when saving images for the web.

All images must be saved with a unique file name.

No two images (even if content is the same) can have the same name.

Web Image Sizing

Size	Width
lx	400px
lg	189px
md	90px
sm	36px

n Rating

Insert the product rating, if applicable.

o Enclosure Type

Choose the appropriate enclosure type from the drop-down menu.

p Pricing

Insert the appropriate pricing for each category, using the following format:

\$ xxxx.xx USD

If pricing is not available for all or one category, leave field blank.

If special pricing is available, but not is not being listed on the website, use: "Call for price"

q Layman's Terms

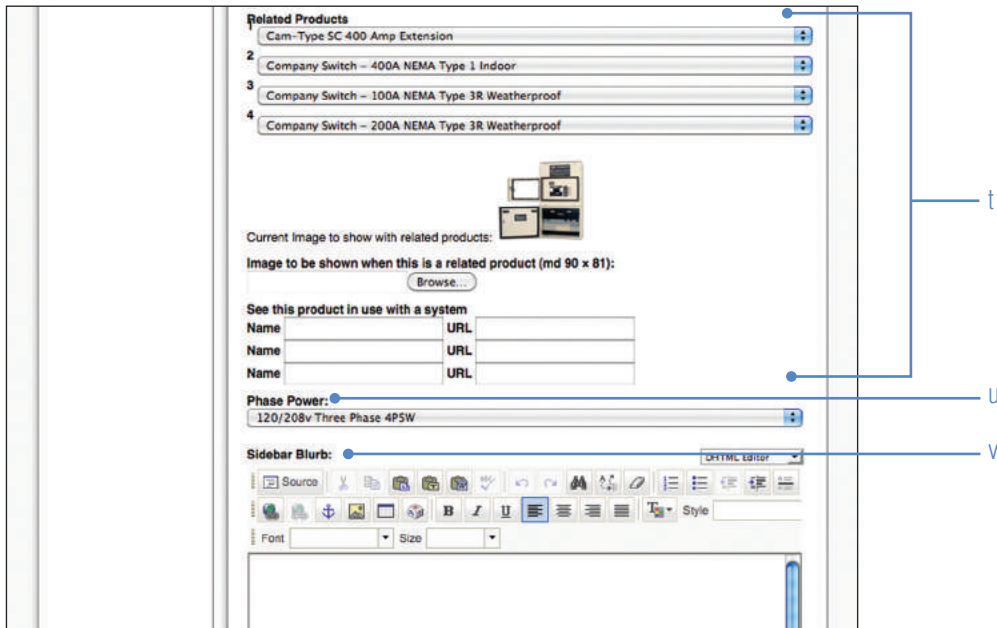
Insert layman's terms if applicable.

r Type of Distribution

Choose the appropriate distribution type from the drop-down menu.

s Amps

Insert amp number.



t Related Products

Choose the appropriate related products from the drop-down menu, up to 4 items.

Upload the corresponding related product image.

Click 'Browse' > select the appropriate image file > click 'Open' > click 'Upload'

*Product thumbnail images must be saved at **sm** size (see image sizing chart).

Repeat above steps for each related product image.

u Phase Power

Choose the appropriate related phase power from the drop-down menu.

v Sidebar Blurb

Provide a brief blurb in paragraph format, if applicable.

Left justify the text.

If copy and pasting into the text box, it must be from a simple text editor program.

Do not copy and paste a description from any other programs (such as Microsoft Word, Outlook, etc.) this will result in complications when publishing the listing.

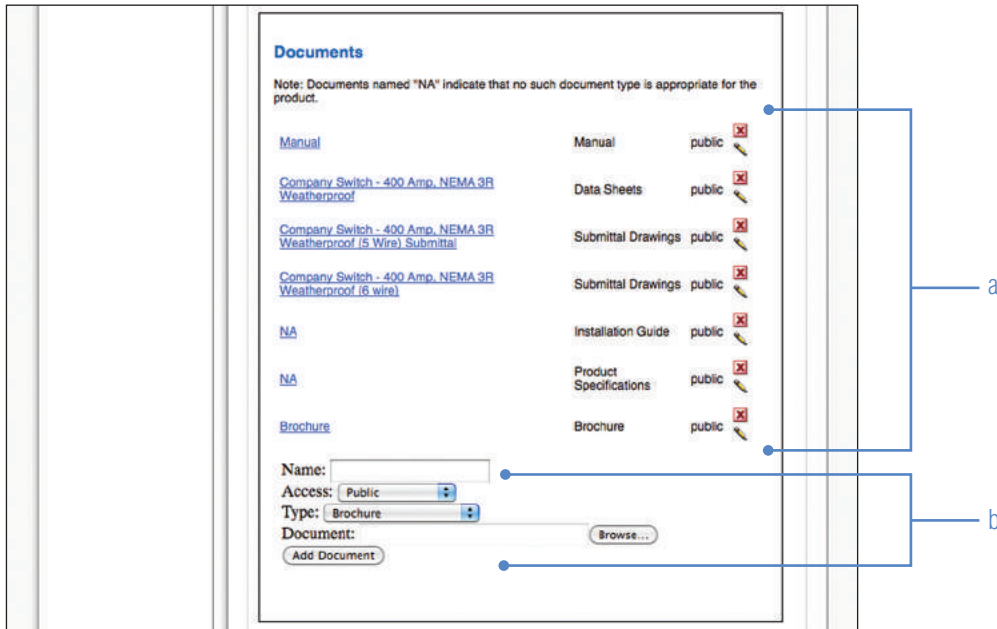
Spell check before publishing.

6 When finished filling in the appropriate fields, **click Save**.

Note: Do not click Save and Publish at this stage.

Editing an Existing Product Listing (continued):

- Review the copy changes (**Note:** bullets will appear incorrect at this stage). If mistakes are found, go back to the editing screen by clicking on the blue **Edit** button on the top of the page, save when finished making additional edits.
- Continue down page to add **Documents**.



a Existing documents

Existing documents (eg. manual, brochure, etc) will be listed here. Use the icons to the right of the document to either remove or edit the document.

b Upload new document

Insert name of document (eg. Manual, Brochure, NA, etc.).

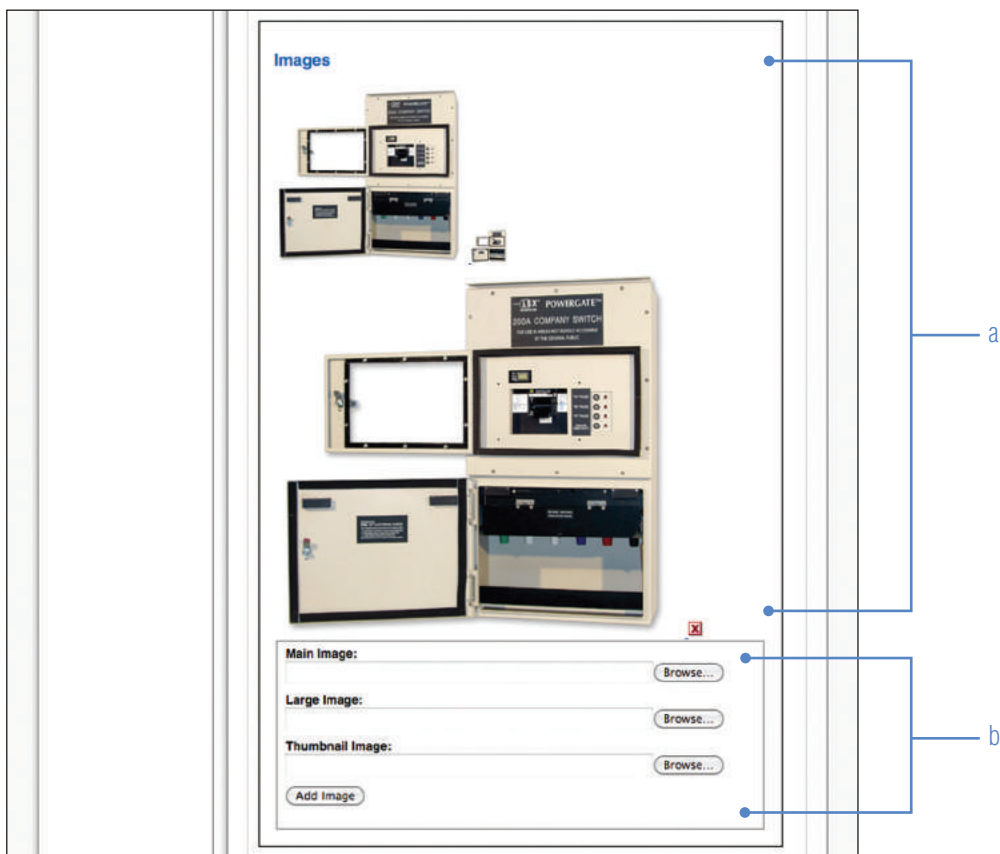
Choose the access type from the drop-down menu.

Choose the document type from the drop-down menu.

Click 'Browse' > select the appropriate file > click 'Open' > click 'Add Document'

All documents must be in PDF file format.

8 Continue down page to add supporting **Images**.



a Image preview area

After images have been uploaded, they will be visible here.

b Upload new images

Main Image: **lg**

Click 'Browse' > select the appropriate image file > click 'Open'

Large Image: **lx**

Click 'Browse' > select the appropriate image file > click 'Open'

Thumbnail Image: **sm**

Click 'Browse' > select the appropriate image file > click 'Open'

After the image files have been selected, click **Add Image**.

Note: Use Image size chart specs when saving images for the web.

All images must be saved with an unique file name. No two images (even if content is the same) can have the same name.

Web Image Sizing	
Size	Width
lx	400px
lg	189px
md	90px
sm	36px

9 When finished reviewing content, uploading documents and images, click the blue **"Publish"** button at the top of the page. The content is now published to www.lexproducts.com.

Creating a New Product Listing:

- 1 Log into BrowserCMS.
- 2 Navigate to the **Content Library** by clicking the tab on the top of the page.

Content Library / Html

Search HTML Blocks

Keyword:

Include Body

Status	Name # #	Updated # #	Used	View	Edit	Delete
	00 - BrowserMedia - Training Block Two	12/2/10	1			
	00 - BrowserHelp - Main Text	12/29/10	2			
	00 - Sidebar Content	9/29/10	12			
	00 - Training Block	6/19/08	1			
	00 wysiwyg sidebar test	11/3/08	1			

Add

Content Library Tab

"Add" button

- 3 Follow **steps 5-9** from the previous section (Editing an Existing Product Listing). Use these instructions and style guidelines to create a new product listing.

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Campaigner Tutorial

2011 Edition

Logging In To Campaigner

- 1 Log-in to your account using your username and password.



Log in to your account

Username:

Password:

Remember me on this computer

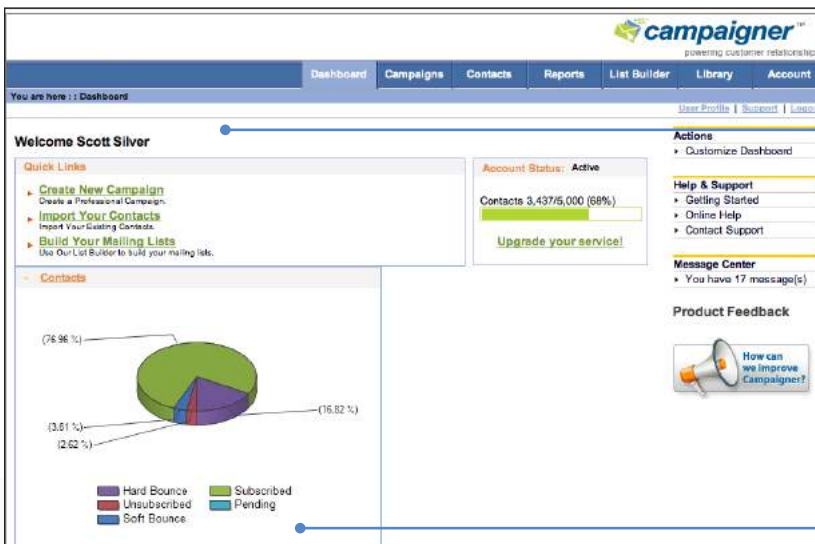
[Forgot your password?](#)

Don't have an account yet? [Register now!](#)

Enter your username

Enter your password

- 2 Upon log in, you will see your **Campaigner dashboard**



campaigner
powering customer relations

Dashboard Campaigns Contacts Reports List Builder Library Account

You are here : Dashboard [User Profile](#) | [Support](#) | [Logout](#)

Welcome Scott Silver

Quick Links

- Create New Campaign
Create a Professional Campaign.
- Import Your Contacts
Import Your Existing Contacts.
- Build Your Mailing Lists
Use Our List Builder to build your mailing lists.

Account Status: Active

Contacts 3,437/5,000 (68%)

[Upgrade your service!](#)

Contacts

(76.96%) (16.82%) (3.61%) (2.62%)

Hard Bounce Unsubscribed Soft Bounce Subscribed Pending

Actions

- Customize Dashboard

Help & Support

- Getting Started
- Online Help
- Contact Support

Message Center

- You have 17 message(s)

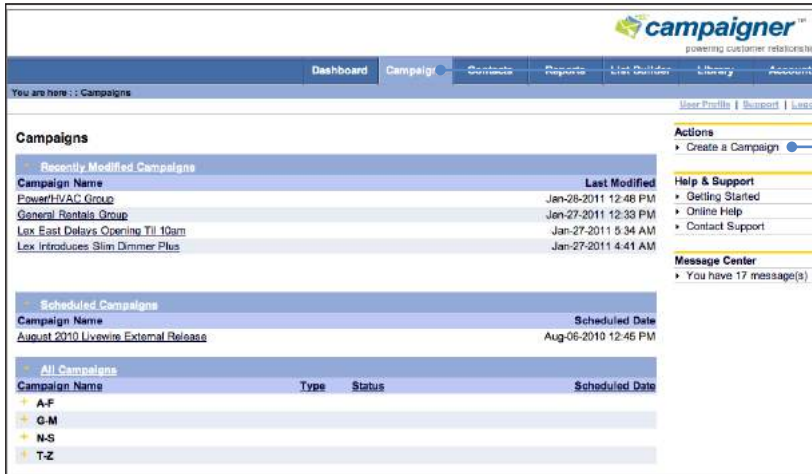
Product Feedback

How can we improve Campaigner?

Dashboard

Creating a Campaign

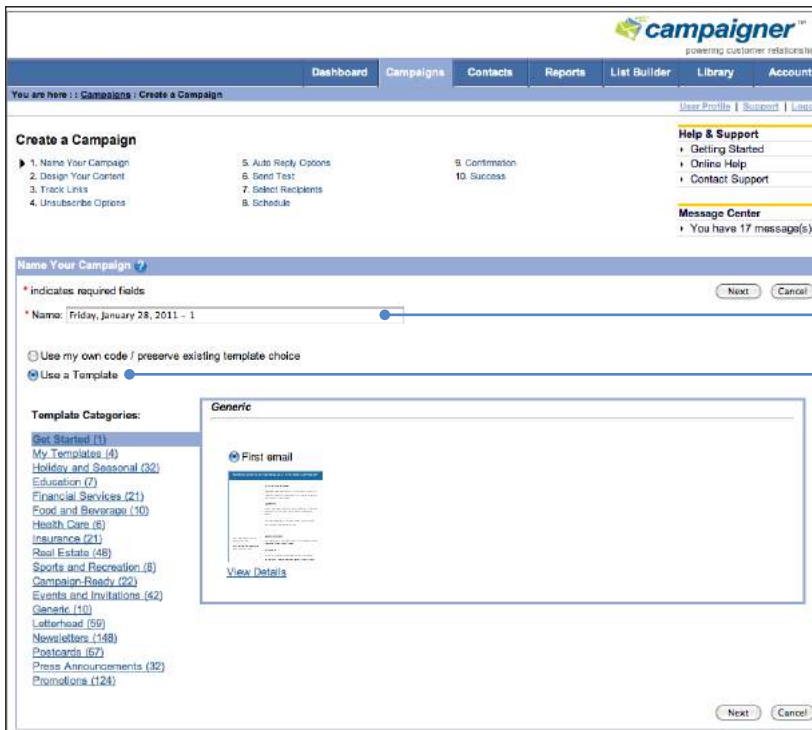
- 3 Select the **Campaigns** tab.
- 4 Under **Actions** (right side) - click on **Create a Campaign**.



Campaigns Tab

Create a Campaign

- 5 Once on the Create a Campaign page, enter a name for your campaign in the designated field (default autofills field with date, change this).
- 6 Select the bullet **Use a template**.



Enter campaign name

Use a Template button

Creating a Campaign Continued

- 7 From the template categories list, select **My Templates**.
- 8 Select the template that you would like to use. For help choosing the appropriate template, see page 14 of this tutorial.
- 9 Click **Next**.
- 10 The template will show up in the campaign editor.

The screenshot shows the 'Create a Campaign' page in the Campaigner software. The page has a navigation bar at the top with tabs for Dashboard, Campaigns, Contacts, Reports, List Builder, Library, and Account. Below the navigation bar, there's a breadcrumb trail: 'You are here : Campaigns : Create a Campaign'. The main content area is titled 'Create a Campaign' and contains a progress indicator with 10 steps: 1. Name Your Campaign, 2. Design Your Content, 3. Track Links, 4. Unsubscribe Options, 5. Auto Reply Options, 6. Send Test, 7. Select Recipients, 8. Schedule, 9. Confirmation, and 10. Success. On the right side, there are sections for 'Help & Support' (Getting Started, Online Help, Contact Support) and 'Message Center' (You have 17 message(s)).

The 'Name Your Campaign' section is active, showing a text input field for the campaign name (currently 'Friday, January 28, 2011 - 1') and radio buttons for 'Use my own code / preserve existing template choice' and 'Use a Template'. The 'Use a Template' option is selected.

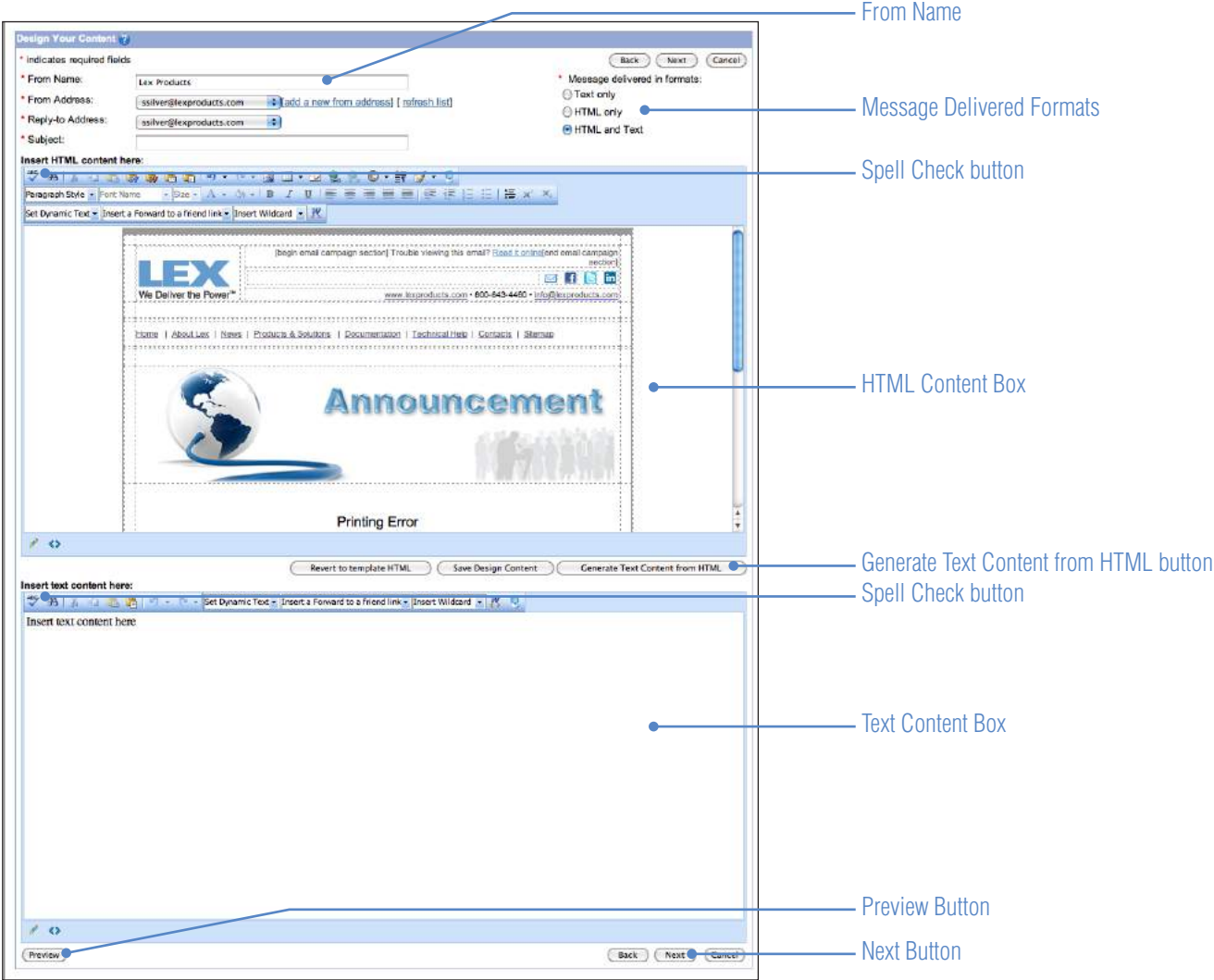
A 'Template Categories' list is displayed on the left, including: Get Started (1), My Templates (4), Holiday and Seasonal (32), Education (7), Financial Services (21), Food and Beverage (10), Health Care (6), Insurance (21), Real Estate (46), Sports and Recreation (6), Campaign-Ready (22), Events and Invitations (42), Generic (10), Letterhead (9), Newsletters (148), Postcards (62), Press Announcements (32), and Promotions (124). The 'My Templates' category is highlighted.

The 'Custom' template selection area shows several options, each with a 'View Details' link: Announcement, Industrial LiveWire, New Product Launch, and Entertainment LiveWire. The 'My Templates' category is also highlighted.

Annotations on the right side of the screenshot point to: 'Template Categories' (pointing to the left-hand list), 'My Templates' (pointing to the 'My Templates (4)' item in the list), 'Template options' (pointing to the individual template cards in the 'Custom' area), and 'Next button' (pointing to the 'Next' button at the bottom right).

Creating a Campaign Continued

- 11 Within the campaign editor input your content into the chosen template. You may choose from two methods to input your campaign content:
 - a) Select the text you wish to replace within the **HTML Content Box** and start typing or paste in the new content (recommended).
 - b) Click the **Generate Text Content from HTML** button and begin editing the content from the Text Content Box.



Creating a Campaign Continued

Insert Image

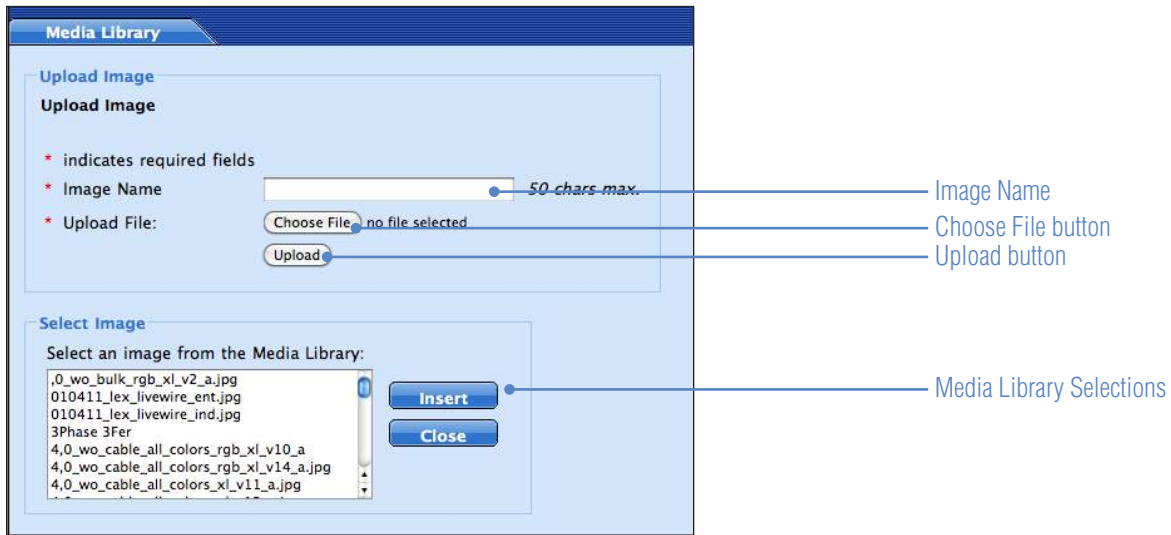
Click the **Media Library** button  from the top menu of the HTML Content box.

Enter a name for the image (use LEX imaging naming convention)

Click **Choose File** to browse files for upload.

Click **Upload**.

An existing image may also be selected from the **Media Library** by clicking on the file name and clicking **Insert**.



The screenshot shows the 'Media Library' dialog box. It is divided into two sections: 'Upload Image' and 'Select Image'. In the 'Upload Image' section, there is a text input field for 'Image Name' with a '50 chars max.' limit, a 'Choose File' button, and an 'Upload' button. In the 'Select Image' section, there is a list of image file names and two buttons: 'Insert' and 'Close'. Blue lines with circular endpoints point from text labels on the right to these specific UI elements.

- Image Name
- Choose File button
- Upload button
- Media Library Selections

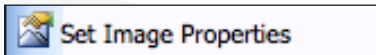
Align Image

Once an image is inserted you can click the **align left**, **align center**, or **align right** buttons.

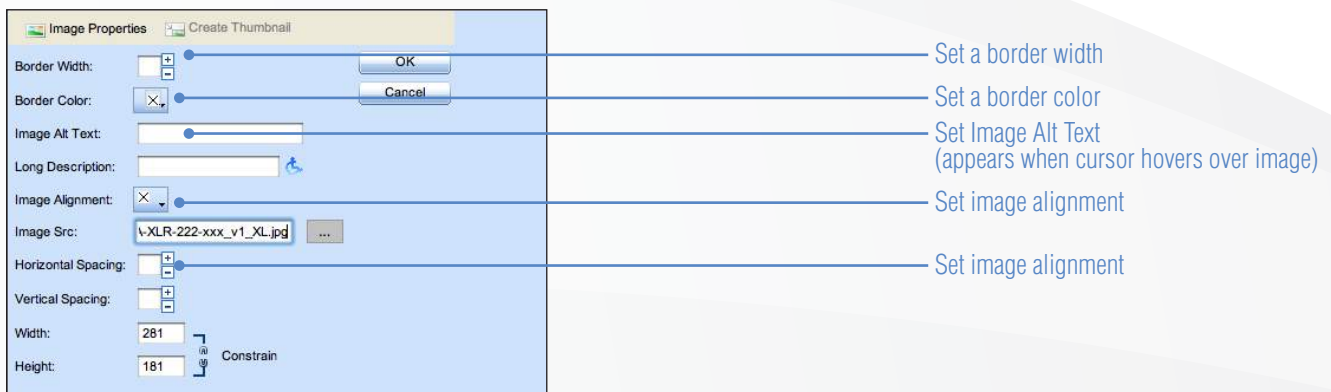


Image Properties

Right click on an image and select **Set Image Properties**.



Use this dialog box to edit various image properties, such as appearance variables (border, alignment, etc.).



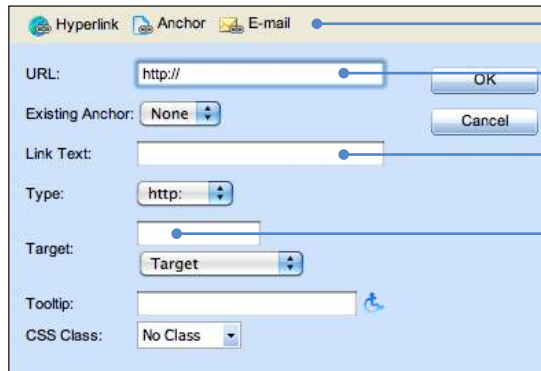
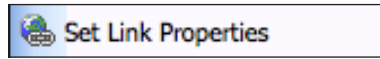
The screenshot shows the 'Image Properties' dialog box. It contains several fields and controls for editing image appearance. Blue lines with circular endpoints point from text labels on the right to these specific UI elements.

- Set a border width
- Set a border color
- Set Image Alt Text (appears when cursor hovers over image)
- Set image alignment
- Set image alignment

Creating a Campaign Continued

Image Hyperlink

Right click on an image and select **Set Link Properties**.



Link Type

URL

Link Text (left blank for image links)

Target (Set to New Window recommended)

Image Replacement

Right click on an image and select **Set Image Properties**.

Click **browse** button  under **image src**.

Upload a new image or select image from the **Media Library**.

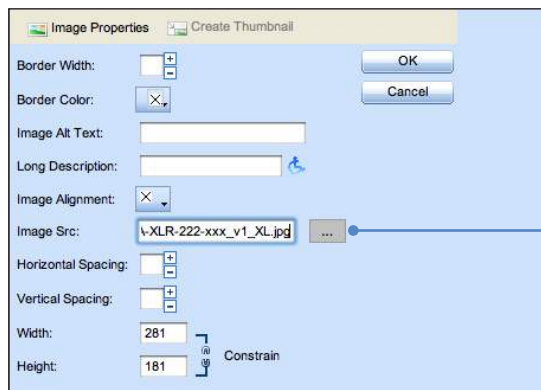


Image Src

Click **Insert** button.

Click **OK** button.

Replace Headline Image With Text

Click on the header image and press the **delete** key.

Type the headline.

Image Deletion

Click on the image and press the **delete** key.

Creating a Campaign Continued

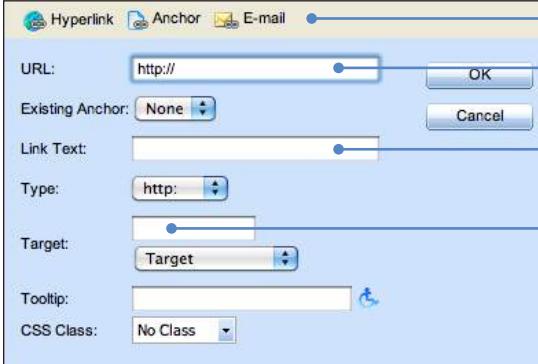
Inserting a Text Hyperlink or Email Address

Select the text that you are applying the hyperlink to.

Click on the **Hyperlink Manager** button  from the top menu of the HTML Content box.

Select the link kind (Hyperlink or E-mail).

Hyperlink dialog box:



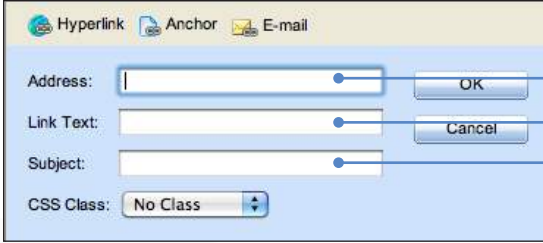
Link Kind

URL

Link Text (autofilled with the text you selected originally)

Target (Set to New Window recommended)

E-mail dialog box:



Email Address

Link Text

Subject Line (Optional)

Click **OK**.

General Content Rules:

Do not edit the template design/layout elements, such as header and logo.

Always use **Lex Products** as the **From Name**.

Input a pertinent **subject line** (emails without a subject line are less likely to be read by recipients).

Always select **HTML and Text** for the Message Delivered Format.

Spell check your campaign before clicking next.

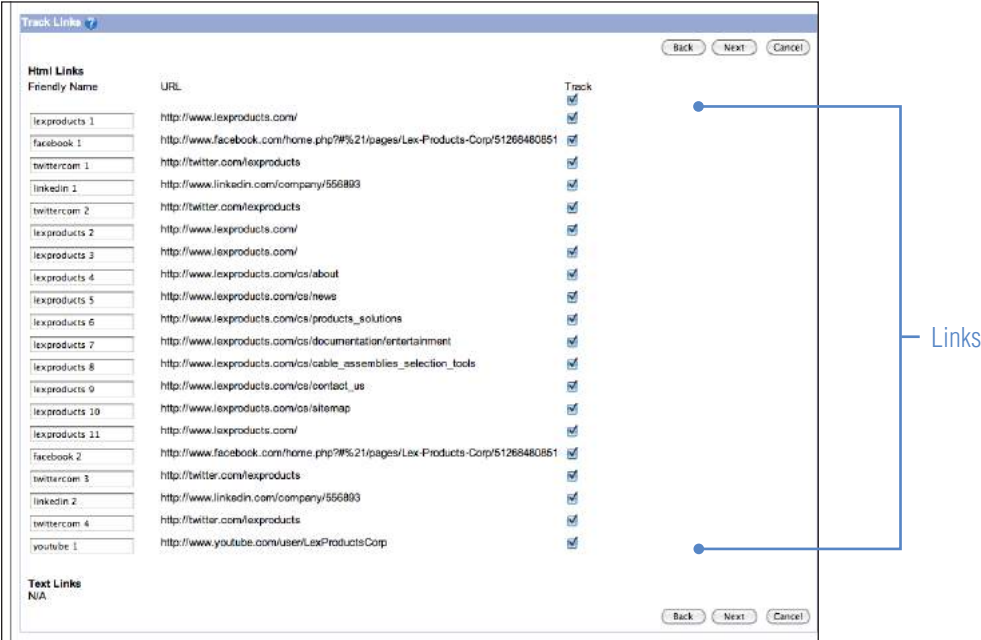
Preview your campaign before clicking Next.

Creating a Campaign Continued

12 The **Preview** window should display your updated template. If the new content does not appear, click the **Refresh HTML Preview** button. Click **Back**.



13 Confirm **Link Tracking**. Click **Next**.



Creating a Campaign Continued

14 Choose an **Unsubscribe Message** (first option recommended). Click **Next**.

15 Choose an **Auto Reply Option** (first option recommended). Click **Next**.

16 Send a **Test Email** (second option recommended, input your email address). Click **Send Test**. Click **Next**.

Creating a Campaign Continued

17 **Select Recipients.** Click **Next**.

Select Recipients

Send the campaign to all contacts.

Make this a List Builder Welcome Email campaign ?

Send the campaign to the following:

Mailing Lists

- Dealers
- Entertainment (Dealer)
- General Rentals
- Generator
- Industrial (Generate)
- Internal Mailing
- My Newsletter
- Power Gen Midwest 2010
- Power Gen NorthEast 2010
- Power Gen South Central 2010
- Power Gen Southeast 2010
- Power Gen West 2010
- Power-HVAC
- T1
- T1 (Entertainment T1)

Dynamic Segments

- Contacts added in the last 30 days
- Contacts added or updated today

Buttons: Back, Next, Cancel

18 **Schedule** a date and time for the campaign to be sent, or save for later. Click **Next**.

Schedule

Save but do not schedule

Send one time at 2 February 2011 at 10 AM (GMT-05:00) Eastern Time (US and Canada)

Buttons: Back, Next, Cancel

19 **Confirm** the campaign settings. Click **Next**.

Confirmation

From: Lex Products
From Address: ssilver@lexproducts.com
Subject: trdgc
Mail Delivery Format: HTML and Text [Preview](#)
Schedule: N/A

Preview Subscription Management page: You are subscribed to this mailing list as [Contact Email]. Please use the link below to modify your message preferences or to unsubscribe from any future mailings. We will respect all unsubscribe requests. [\[link\] Preview Subscription Management page](#)

Tracked Links:

Name	Type
lexproducts 1	HTML only
facebook 1	HTML only
twittercom 1	HTML only
linkedin 1	HTML only
twittercom 2	HTML only
lexproducts 2	HTML only
lexproducts 3	HTML only
lexproducts 4	HTML only
lexproducts 5	HTML only
lexproducts 6	HTML only
lexproducts 7	HTML only
lexproducts 8	HTML only
lexproducts 9	HTML only
lexproducts 10	HTML only
lexproducts 11	HTML only
facebook 2	HTML only
twittercom 3	HTML only
linkedin 2	HTML only
twittercom 4	HTML only
youtube 1	HTML only

Auto-Reply message: N/A

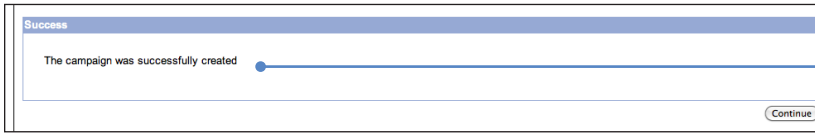
Mailing Lists: [Test List](#)

Dynamic Segments: N/A

Buttons: Back, Next, Cancel

Creating a Campaign Continued

20 Once you have confirmed the settings you will see a **Success** message and the campaign creation is complete. Click **Continue**.



You will now see your completed campaign listing. If necessary, use the menu to the right to edit the campaign.



Media Library

Note: Within the Campaigner program the term 'Media Library' is used interchangeably with 'Image Library, however the database is the same.

Adding an Image

- 1 Navigate to the **Library Tab**
- 2 Click on **Image Library** in the right hand menu bar.

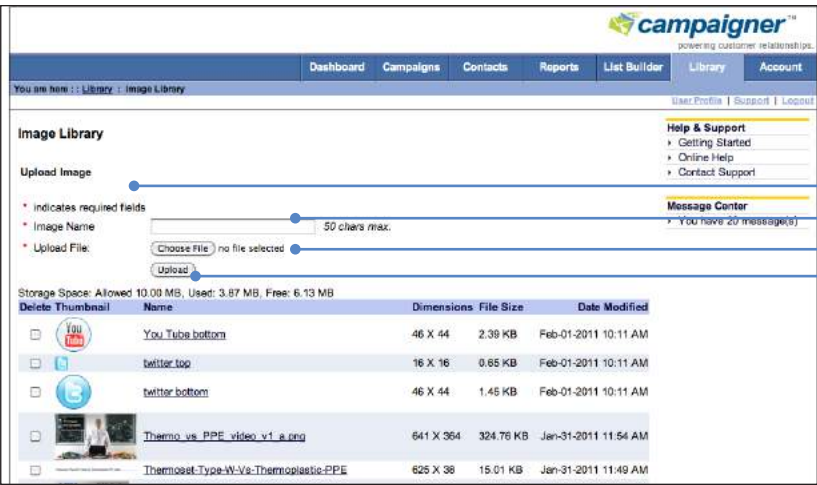


- 3 On the Image Library main window, there is an **Upload Image** section.

Enter an **Image Name**, adhering to the LEX Image Naming Convention (see Corporate Style Guidelines).

Click **Choose File** to select the image file to be uploaded.

Click **Upload**.



Thumbnail image Size

Thumbnail image width cannot exceed **170px**.

Campaigner Templates

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Newsletter - December 2010

December Pricing

We are pleased to advise you that there will be no price change this month. Copper pricing continues to show significant volatility however we will be able to hold prices in December. We hope that by continuing to hold the line on our cable pricing we can bring some stability to this market and help make you more competitive.

Log in with your customer number at www.lexproducts.com to download your December price list. If you have forgotten your customer number, email us at info@lexproducts.com and we will send it to you.

Product Introduction Year in Review

2010 Products Over the Last Year



EverGrip® Cable Assemblies

In July Lex announced the addition of 14 AWG 14 Conductor and 16 AWG 18 Conductor molded 8-circuit cable assemblies to the EverGrip® line. EverGrip® cable assemblies are also available in 12AWG 14 Conductor and 12 AWG 18 Conductor versions. Cable Retrofits, which includes molding a pair of EverGrip® connectors to customers existing 16/18 or 14/14 cable are also available.

LiveWire - Entertainment Edition

A monthly eNewsletter highlighting the updates at Lex, directed towards Entertainment clients.

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Lex Adds Audio Cable to its Growing Catalog

Lex Products has added a new line of high pro audio and video cable assemblies to their cable offering. Bob Ferra, Lex National Business Development for the Audio Visual market says, "Both lighting and sound are a major component of every production, so it was natural for us to expand into that area. We've leveraged our award winning design and manufacturing prowess across this new and exciting product line". Lex Pro Audio products are manufactured using carefully selected components and then extensively tested to provide the kind of quality and reliability Lex customers have come to expect. Top that off with Lex custom cable labeling and you have a product line that will satisfy the most demanding needs.

Pro Audio XLR Cable Pro Audio W1 Multipair Cable Pro Audio 19-Pin to Speakon


Announcement - Product Launch

Used to announce the launch of new product(s).

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Printing Error

There was an unfortunate error in our price guide this month. It has been corrected so please download the revised guide.

Log in with your customer number at www.lexproducts.com to download your November price list. If you have forgotten your customer number, email us at info@lexproducts.com and we will send it to you.

Follow us on the web: [f](#) [t](#)

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 15 Progress Drive
 Shelton, CT 06484
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 Fax: 203-363-3742

LEX PRODUCTS WEST
 11847 Sheldon Street
 Sun Valley, CA 91352
 Phone: 818-768-4474
 Fax: 818-768-4040

Announcement - General

Used to announce important information such as printing errors, delayed openings, new price sheets, etc.

Editing a Template

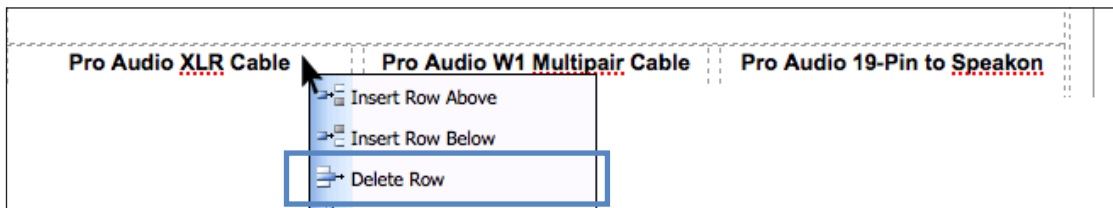
Removing a Table Row - With Images*

- 1 Right click within table cell, in the row you would like to delete, to reveal an **advanced menu**.
- 2 Select **delete row**.



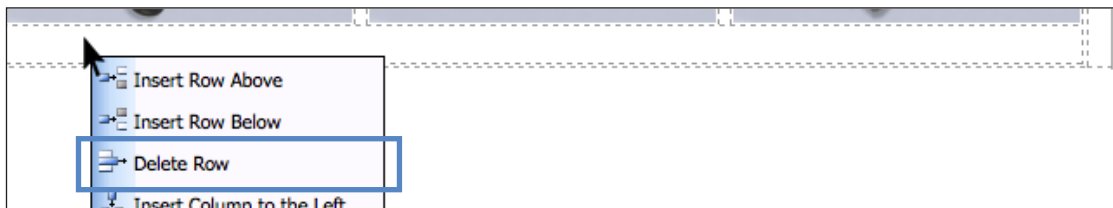
Removing a Table Row - With Text*

- 1 Right click within table cell, in the row you would like to delete, to reveal an **advanced menu**.
- 2 Delete text row.



Removing a Table Row - Blank Space*

- 1 Right click within table cell, in the row you would like to delete, to reveal an **advanced menu**.
- 2 Delete blank/spacer row.



***Note:** If you delete a row/column this action cannot be undone.

Undo

Pressing **Crtl + z** will undo most actions on a PC or press **Command + z** on a Mac.