

BROXO[®]

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BRAND MANUAL

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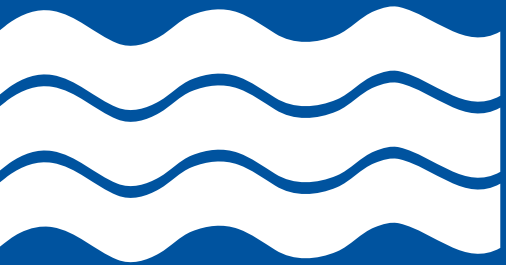
BENEFITS

This brand manual is created to help communicate and implement the BROXO® brand.

When these standards are used, the BROXO® brand will become stronger. By communicating one consistent identity, the brand will be recognizable and it will accurately symbolize the benefits of BROXO®.

The organization's fundamental mission, and purpose are the foundation of the positioning for the BROXO® brand.

BROXO®
TAGLINE



BROXO®

Protecting all your equipment

BROXO® BRAND VALUES

**We communicate
our values through
recognizable images.**



Performance

Helping you get the most from
your appliances

Pure BROXO® salt keeps the filter in your water softener clean so you can count on a constant flow of water all the time. **If your water isn't optimally softened your soaps and detergents won't work so well and you will need to use more to get the same results.** It's also specially formulated to dissolve quickly so it gets to work quicker.



Protection

Protecting your appliances so
they last longer

BROXO® salt helps keep water clean to prevent clogging in your pipes, taps and showerheads – and so avoid potentially serious plumbing problems. It also prevents lime scale on showers, bathtubs, kitchenware and even crockery so they will work and look nicer for longer. **BROXO® salt also prevents energy waste due to lime scale on appliances.**



Heritage

Using our past to shape
our future

We have been in the salt business for nearly a century and have a name you can trust - now and in the future. BROXO® salt is sourced from prime underground salt beds and we ensure the highest quality. **Even after a hundred years, we're still going strong!**



Comprehensiveness

Providing solutions for many applications

Whatever your water treatment need is, we have products specially developed to provide the best solution - in tablets, blocks or simple compacted salt. **We also have incomparable knowledge of the wide range of different equipment.**

This helps us to optimize the performance for each application.



Partnerships

Working with partners for better customer experiences

We work closely with our partners in the industry to ensure customers are served in the best possible way. Machine manufacturers recommend our products and **we support our distributors with training so they can operate in the most effective way.**



Expertise

Sharing our unparalleled knowledge in salt

From raw salt beneath the ground to packed BROXO® tablets, we know salt inside out. **With production facilities in different locations, we are also pioneers when it comes to new technologies, processes and products.**

And, of course, our products are fully certified to meet all relevant international norms and standards.

BROXO®

NAMING & LOGO

The BROXO® name is a powerful asset. To maintain brand strength, correct and consistent use is vital.

The name is always written in capitals, and must contain the ® sign.

Logo & button

The corporate logo consist of two elements: the text BROXO® and three blue waves.

Minimum size

The logo should always be clearly legible.

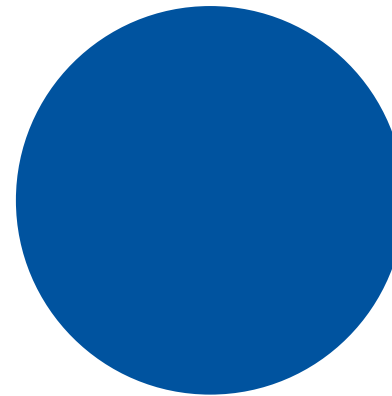
Use of the logo

You can find the instructions on the following pictures.

CORPORATE COLOURS

The colour Reflex Blue is one of our greatest distinguishing features. It is an essential part of our brand identity. Combined with Light Blue a distinct and recognizable style is created.

COPRRATE COLOURS

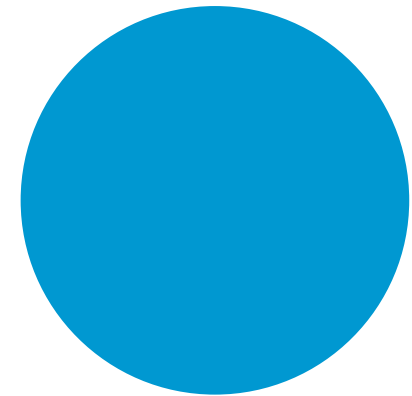


DARK BLUE

CMYK C100 M72 Y0 K6

PMS Reflex Blue

RGB R0 G83 B159



LIGHT BLUE

CMYK C80 M22 Y4 K0

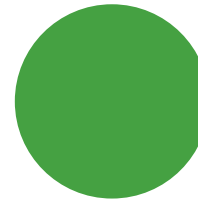
PMS 312

RGB R0 G152 B210

SECONDARY COLOURS

Our secondary colours bring clarity and differentiation across the Broxo range. Each colour represents a product family. These colours support our core identity by adding structure and recognition, making it easier for customers to navigate our portfolio at a glance.

SECONDARY COLOURS

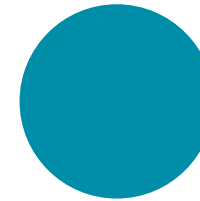


1-6

CMYK C76 M13 Y100 K1

PMS 7738

RGB R69 G160 B65

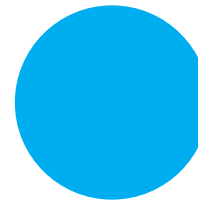


TABLETS

CMYK C100 M23 Y29 K1

PMS 3135

RGB R0 G141 B168

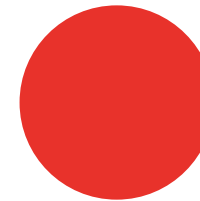


POOL

CMYK C100 M0 Y0 K0

PMS Process Cyan

RGB R0 G174 B239

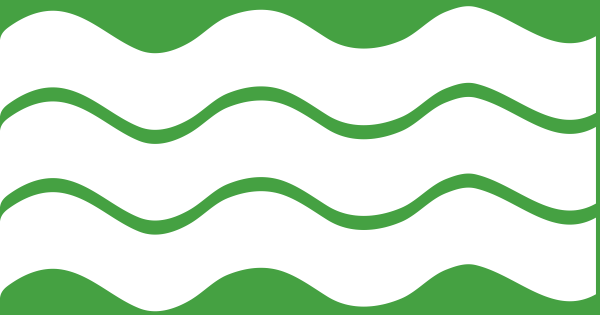


MATIC

CMYK C2 M95 Y94 K0

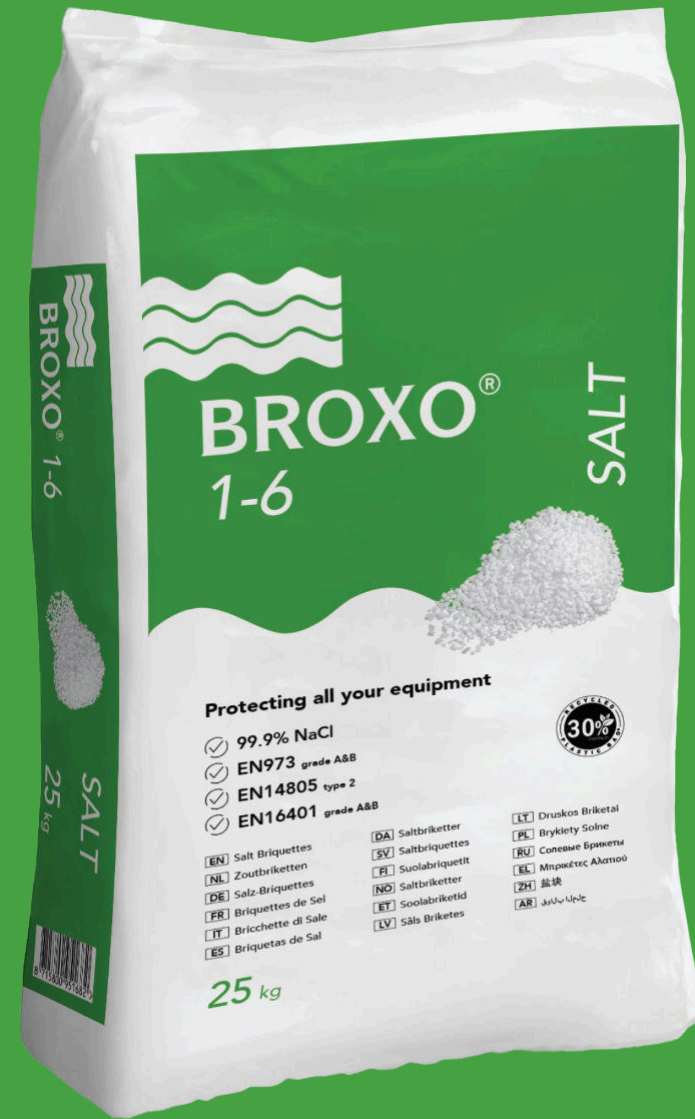
PMS 485

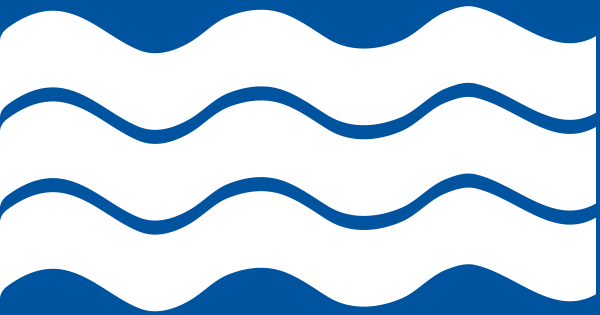
RGB R233 G50 B43



BROXO®

1-6

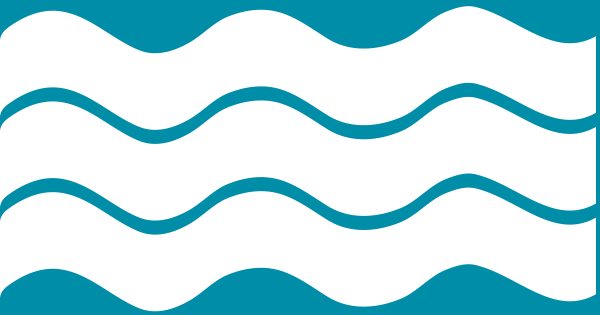




BROXO®

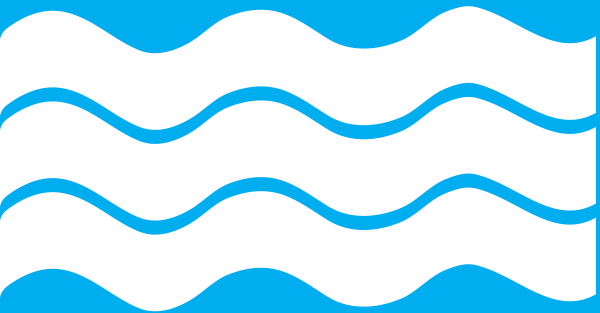
6-15





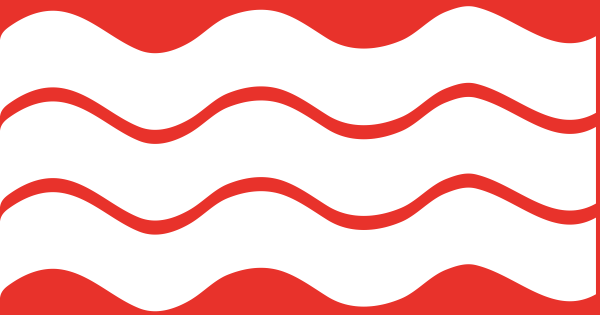
BROXO® TABLETS





BROXO® POOL





BROXO[®] MATIC



TYPEFACES

THE BRAND FONT

The **Raleway** font has played an important part in building the brand.

The wide stance and geometric traits of its characters exude confidence without looking stiff or digitalized.

No shading or keylines should be used. We make use of 4 styles of the Raleway font.

RALEWAY
REGULAR, MEDIUM, **BOLD**, HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/ - @ \$ % ^ & ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/ - @ \$ % ^ & ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/ - @ \$ % ^ & ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/ - @ \$ % ^ & ? !

TYPEFACES

PACKAGING USE

The Avenir font introduces a new chapter in the brand's visual identity.

Avenir is used for the label designs. Its clarity and refined structure complement the packaging's cleaner look, while still aligning with the brand's visual tone.

No shading or keylines should be used. We make use of 4 styles of the Avenir font.

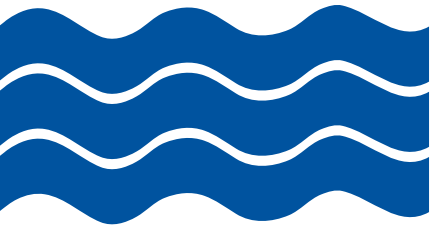
AVENIR
BOOK, MEDIUM, HEAVY, BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/-\$%^&?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/-\$%^&?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/-\$%^&?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 +/-\$%^&?!



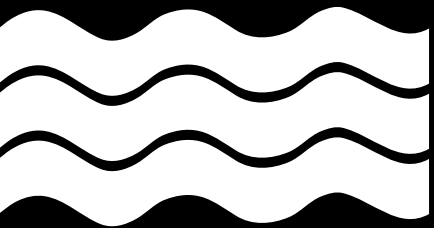
BROXO[®]

CORPORATE LOGO



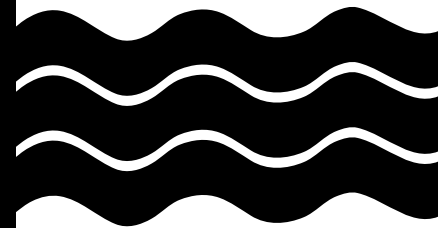
BROXO[®]

LOGO ON IMAGE



BROXO[®]

LOGO ON BLACK

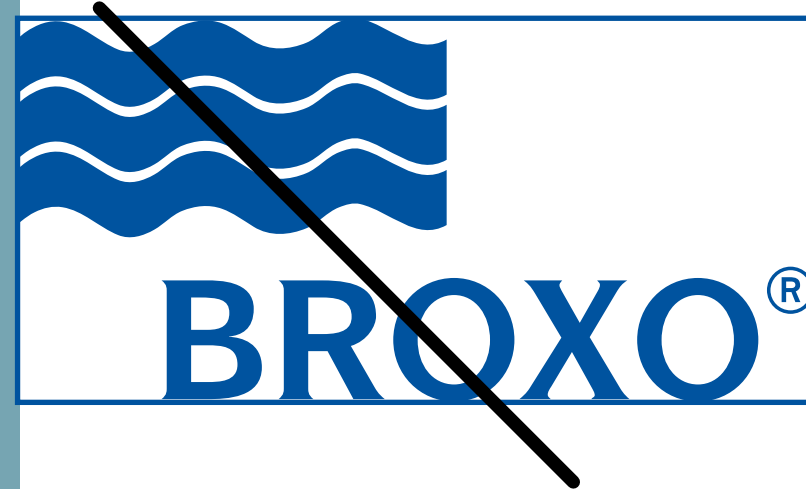


BROXO[®]

BLACK & WHITE LOGO



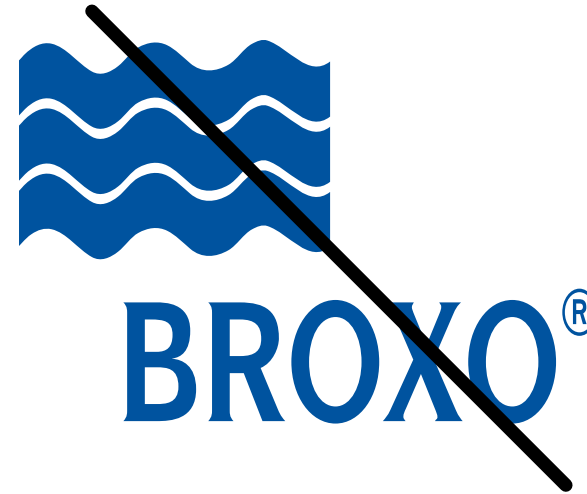
ALWAYS PLACE LOGO IN CLEAR CONTRAST WITH BACKGROUND



ALWAYS LEAVE ENOUGH SPACE AROUND THE LOGO



NEVER USE ANOTHER COLOUR



NEVER DEFORM THE LOGO

QUALITY STAMP

A mark to enhance the message.





MEANS OF COMMUNICATION

BROCHURE





We have been in the salt business since 1918. Today, we're proud to offer our unique BROXO® regeneration salts, pure salt products delivering outstanding results across all types of water softening systems. From large-scale industrial and municipal installations to domestic water softening.



Softening water
it saves time, money and equipment

- Water contains varying concentrations of calcium and magnesium ions.
- The higher the concentrations, the harder the water.
- Hard water leads to lime scale build-up, also known as scaling, inside appliances, tanks and pipes.



Industrial and commercial hard water leads to:

- Higher energy costs
- Higher maintenance and replacement costs
- Loss of systems efficiency and performance



In households, hard water leads to:

- Scaling and poor performance in water heating equipment, from boilers to kettles
- Clogging in household pipes, taps and showerheads, which can lead to serious plumbing problems
- Unsprayable lime scale on bathtubs, shower stalls, littertrays and cookery often requiring extra cleaning with specialist products
- Reduced cleaning power for all soaps and detergents, including dishwasher soaps and laundry detergents
- Soft water feels softer and reduces irritation on skin

BROXO®

Premium regeneration salts
for **water softening**

- 100% Soluble salt
- The Best quality due to high pressure technology
- The right product for every type of installation
- Contributes to environmental sustainability

Visit our website broxosalt.com

Visit our website broxosalt.com





Our solution
A good water softening system can help prevent all of these problems.

- For a water softening system to perform at peak levels, however, it needs high quality regeneration salts.
- Our BROXO® line is the highest quality available and has been developed in close cooperation with producers and suppliers of industrial and domestic water softening systems for optimum performance.

How do water softeners work?

- Hard water including calcium Ca and magnesium Mg ions enters the water softener
- The heart of a water softener is the ion exchange unit. It's filled with small negatively loaded resin beads
- The principle in the mineral tank is ion exchange and the Ca and Mg is attaching themselves to the negatively ions in the tank
- When the beads become nearly saturated with calcium and magnesium ions they lose effectiveness
- Therefore the ion exchange resin is flushed with a sodium chloride solution and thereby regenerated

The efficiency of the water softening system is the quality of the salt

Sea salt and rock salt contain impurities of their own which may not only hamper ion exchange but also affect the overall purity of the softened water. That is why BROXO® products is vacuum salt, with the highest purity.

High quality vacuum salt perfect for compacting

Bricks with good water uptake, concrete blocks, paving stones, etc.

All of our BROXO® products meet the EN 973 Type A Industrial Standard for Regeneration Salt, indicating that our production processes and our packaging fulfil all necessary hygiene requirements.

Why is BROXO® your best choice

- Sourced from otherwise untouched ancient subterranean salt beds
- Refined to the highest purity levels of 99.9% sodium chloride
- Compacted under extreme pressure for highest product density and best possible product performance
- Perfectly free flowing
- Tailor-made for every water-softening application, whether commercial or domestic

BROXO® fits your installation

BROXO®-43 for industrial and domestic laundries
BROXO® TABLETS for industrial and domestic purposes
BROXO Blocks® for space-saving compact water softening systems

These salts are available as follows:

PRODUCT	TYPE	PACK SIZES
BROXO® 6-16mm	Compacted salt	30.25 kg
BROXO® 1-6mm	Compacted salt	1 ton
BROXO® Tablets	Tablets	30.15, 30 kg



Norms and standards

- ISO 9001 certified
- HACCP compliant
- ISO 14001 certified
- EU compliance with Art. 11 of the Biocidal Products Directive
- ISO 18001
- ISO 22000
- EN 973 Type A
- EN salting Type 2
- EN 25425 Grade A and B

Tablets **6-16mm** **1-6mm**





Sustainable Salt
Reducing our electrical energy requirement through steam.

- Majority of our steam for salt production comes from burning bio-mass or waste.
- In The Netherlands, we have reduced our carbon footprint with 50,000 tons per year.
- Residual heat is used for nearby houses and businesses.

Say Hello



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Tel: +31 (0)88 26 01 700
www.broxosalt.com

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ADVERTISING



BROXO[®]

The **smart** water
softener

- + 100% soluble, **0% residue**
- + Pure vacuum salt, **no contaminants**
- + Evenly and **continuous** salt solution
- + Proven quality and **certified technology**
- + **Recommended** worldwide
- + The **right product** for every installation

Find out more at www.broxosalt.com