

# Product Rebranding

## K-40 Brand replaces KLC, WLC, KTC, WTC names

### Overview

Over the past year, Canusa-CPS Product Management has been working to rationalize and simplify our product offerings. As part of this initiative, we are transitioning towards using “Brand” names, rather than “Descriptive” names.

Previously the product names differed with changes to configuration and thickness. Moving forward all products will be named as per our current naming convention which separates the product brand from configuration, size, thickness and any other modifications.

The following existing product names are being changed to K-40:

KLC, WLC

KTC, WTC

The formulation for this product is unchanged, as this is purely a branding initiative.

Canusa’s current naming convention describes product attributes such as thickness, color, configuration and special characteristics after the product brand name.

The following describes specific examples as to how the naming convention applies to this product:

KLC 500-450 BK → K-40 500-450 WS BK/L

WLC 500-450 BK → K-40 500-450 CW BK/L

KTC 500-450 BK → K-40 500-450 WS BK/T

WTC 500-450 BK → K-40 500-450 CW BK/T

### Questions

If there are any questions, please consult with the Product Manager.

Written by R. Drury  
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Since 1967, Canusa-CPS has been a leading developer and manufacturer of specialty pipeline coatings for the sealing and corrosion protection of pipeline joints and other substrates. Canusa-CPS high performance products are manufactured to the highest quality standards and are available in a number of configurations to accommodate many specific project applications.

The technical information shown here is intended as a guide for standard products.

Consult your Canusa representative for specific projects or unique applications.

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### Quality Management system registered to ISO 9001

Canusa warrants that the product conforms to its chemical and physical description and is appropriate for the use stated on the installation guide when used in compliance with Canusa's written instructions. Since many installation factors are beyond our control, the user shall determine the suitability of the products for the intended use and assume all risks and liabilities in connection therewith. Canusa's liability is stated in the standard terms and conditions of sale. Canusa makes no other warranty either expressed or implied. All information contained in this technical bulletin is to be used as a guide and is subject to change without notice. This technical bulletin supersedes all previous technical bulletins on this product. E&OE

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