



PENTAIR

BRAND STANDARDS

January 2021 v1.0



5.0 BUSINESS DOCUMENTS & EMAIL SIGNATURES

5.1 Business Documents

Business Cards

Paper Materials

Powerpoint Template

Binder Covers

ID Badges

5.2 Email Signatures

5.1 BUSINESS DOCUMENTS

Business Cards

Paper Materials

Powerpoint Template

Binder Covers

ID Badges

Our business cards feature the Pentair Logo, employee name, title, contact information, address, and URL.

Important Notes:

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product Brands and/or Product Names are not listed on business cards unless part of title.

TITLE

The title can be printed on two lines as illustrated.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

COLOR

Uncoated white stock, 100lb cover (275 g/m²) weight.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

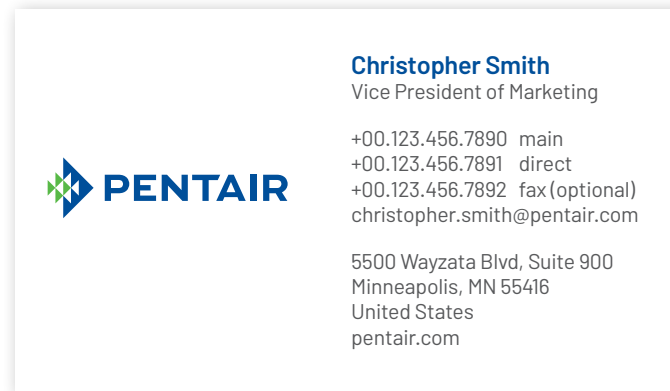
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

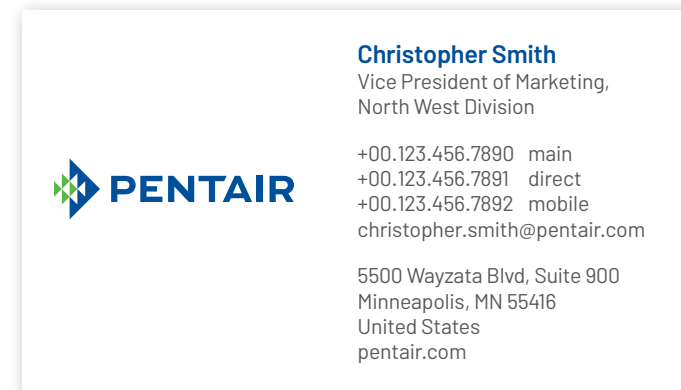
DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS



Standard



Long Title

BUSINESS CARDS

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product Brands and/or Product Names are not listed on business cards.

EMPLOYEE NAME

For long employee names, the employee's first name should be replaced with their initial.

TITLE

The title can be printed on two lines. For long titles, the level name can be abbreviated:

- Vice President = VP
- Senior Director = Sr Dir
- Senior Manager = Sr Mgr

FORMAT

3.5" x 2". Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

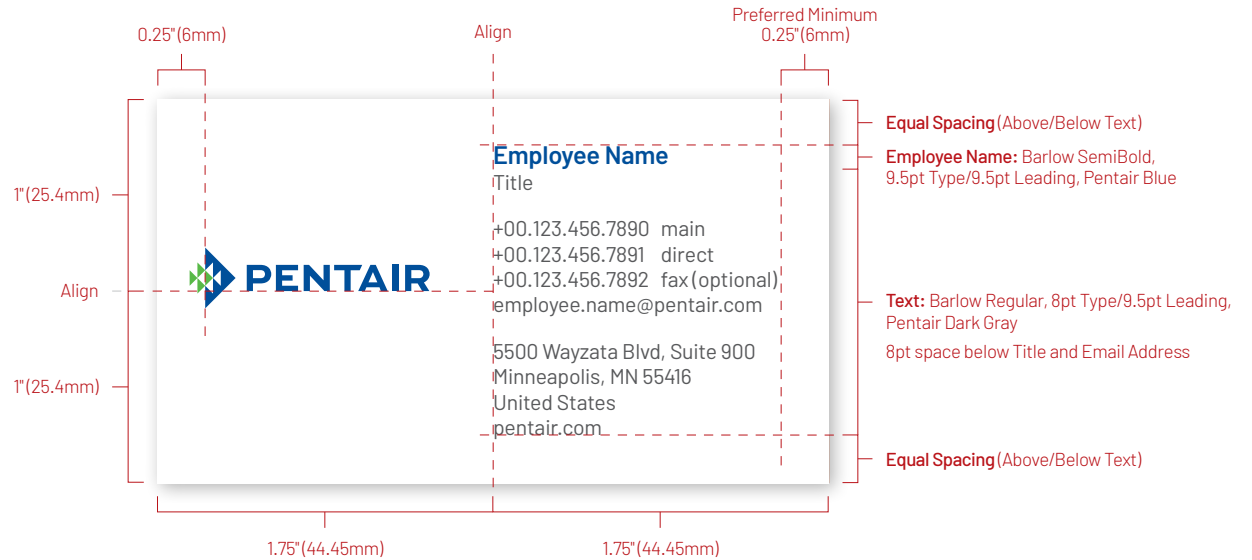
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

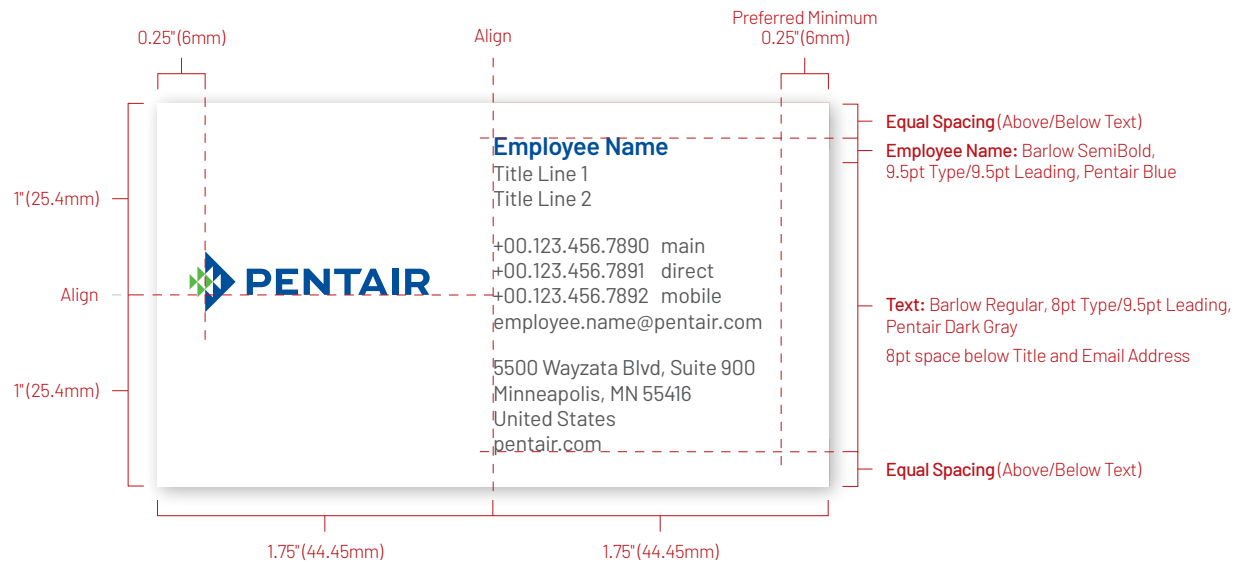
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS



BUSINESS CARDS (Long Title)



BUSINESS CARD BACKS

White background is the standard for the back of all Pentair business cards.

LEGAL ENTITY NAMES

In general, our business cards should NOT include the legal entity name, unless required by local law, contact your assigned Legal Counsel with questions.

SECOND LANGUAGES

For employees operating in areas using multiple languages, a second language in translated form may appear on business card backs.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

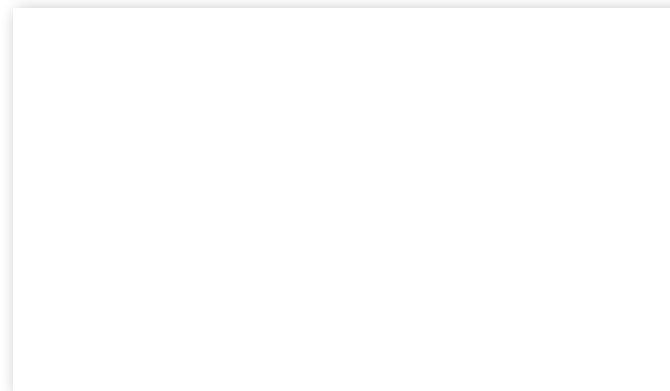
PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

DOWNLOAD FILES

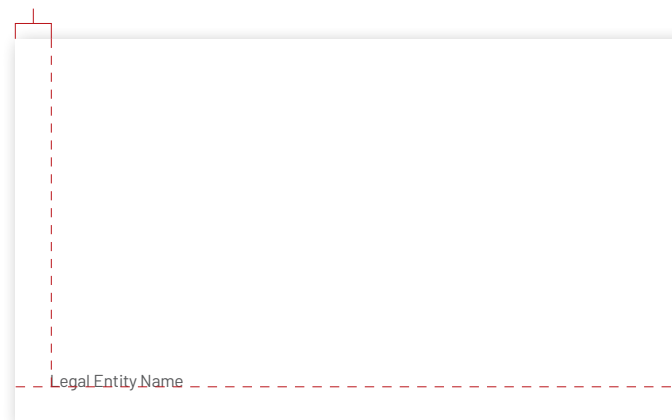
Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS BACK



Standard (Blank)

0.1875" (4.8mm)



Optional (If Required)

Legal Entity Name: Barlow Regular,
6pt, Pentair Dark Gray

0.1875" (4.8mm)

SECOND LANGUAGES

For employees operating in areas using multiple languages, the following business card solution is allowable.

Important Notes:

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product brands (sub-brands) and/or Product names are NOT listed on business cards.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

LEGAL ENTITY NAMES

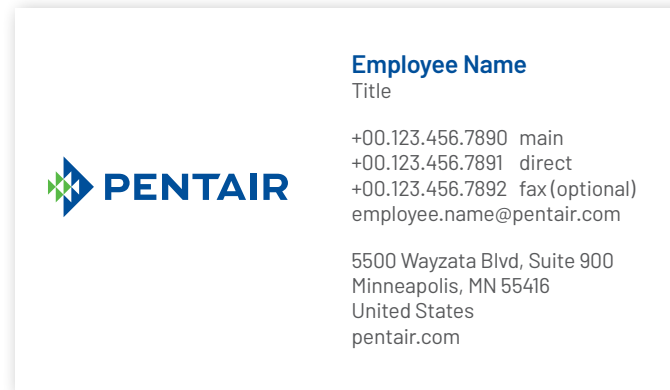
Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com.

Go to **Brand Standards > Business Documents > Business Cards**.

DUAL LANGUAGE BUSINESS CARDS



Front (English)



Back (Second Language)

The letterhead features the Pentair Logo, contact information, address, and URL.

TYPOGRAPHY AND COLOR

- **Telephone Numbers:** Barlow Regular, 8pt Type/ 9pt Leading, -10 Tracking, Pentair Dark Gray.
- **Address:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Blue.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

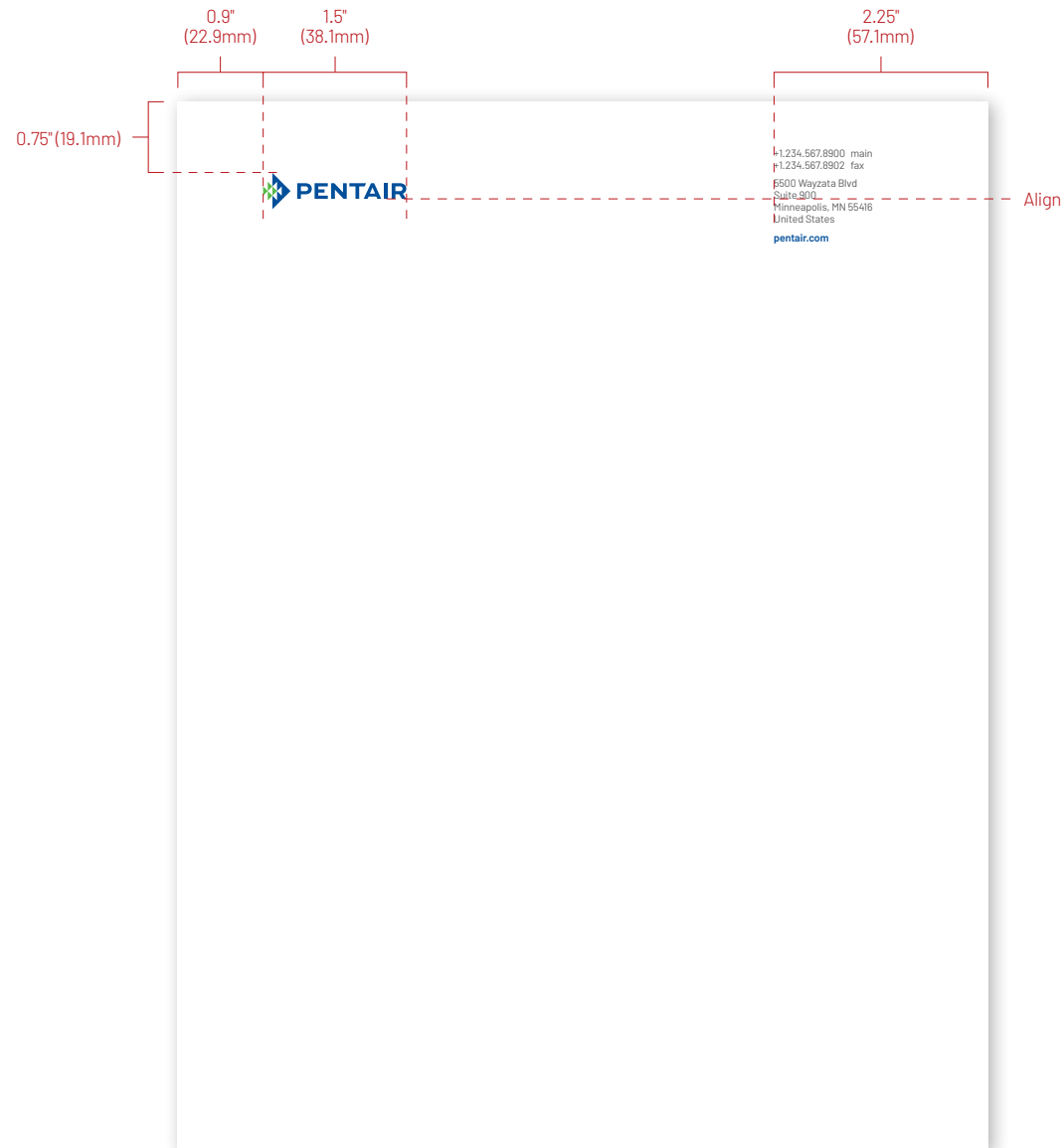
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead**.

LETTERHEAD



The letterhead second page features the Pentair Logo.

Important Note: Use of the Pentair Logo on the second page is optional.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

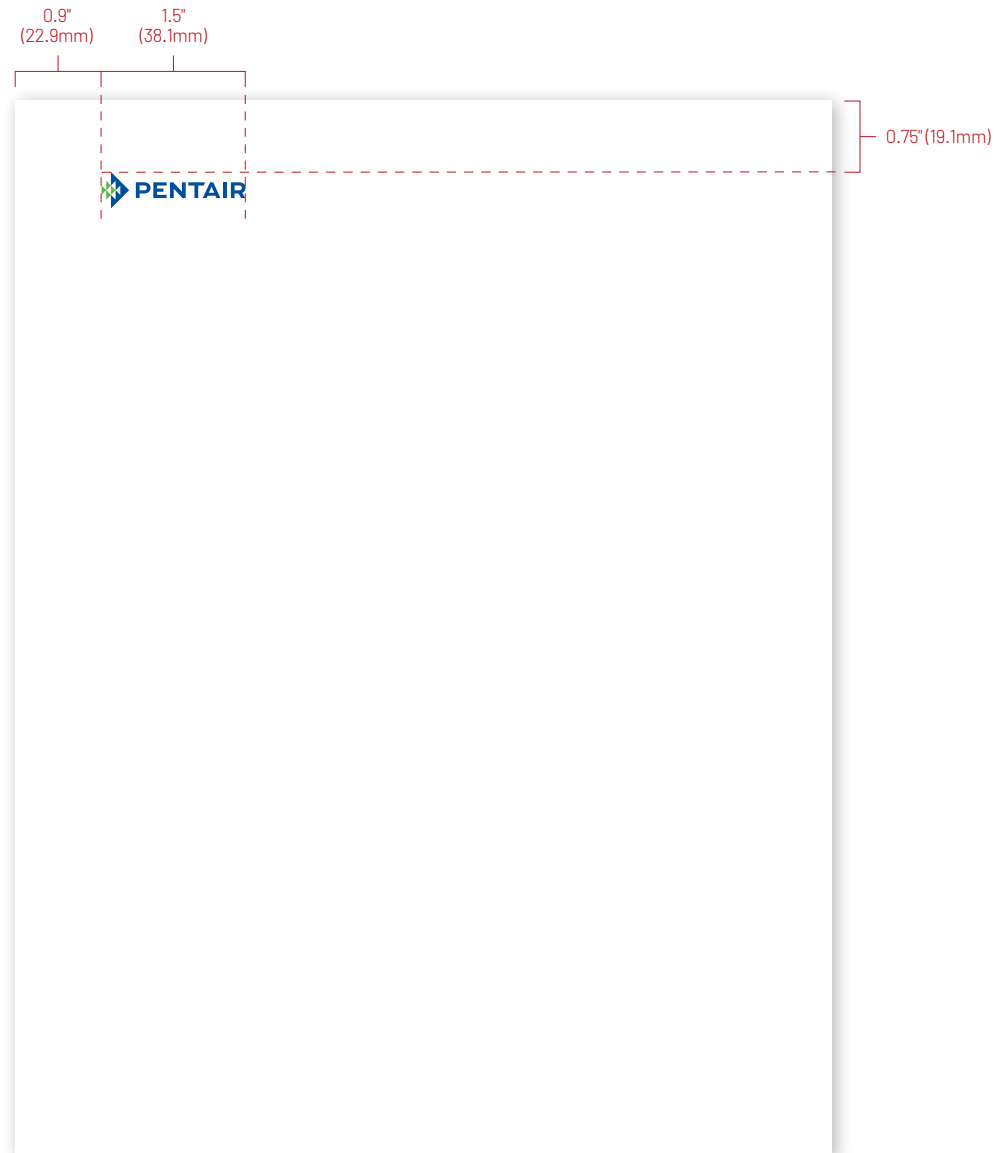
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Letterhead**.

LETTERHEAD SECOND PAGE



The personalized letterhead features the Pentair logo, employee name, title, Pentair name, contact information, address, and URL.

Important Note: "Pentair plc" is not to be used by any Pentair employee, other than certain corporate senior executives, and may not be used without approval of the General Counsel.

TYPOGRAPHY AND COLOR

- **Telephone Numbers:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, Pentair Dark Gray.
- **Address:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Blue.

PERSONAL INFORMATION

- **Employee Name:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, Pentair Blue.
- **Title and Contact Information:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, Pentair Dark Gray.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

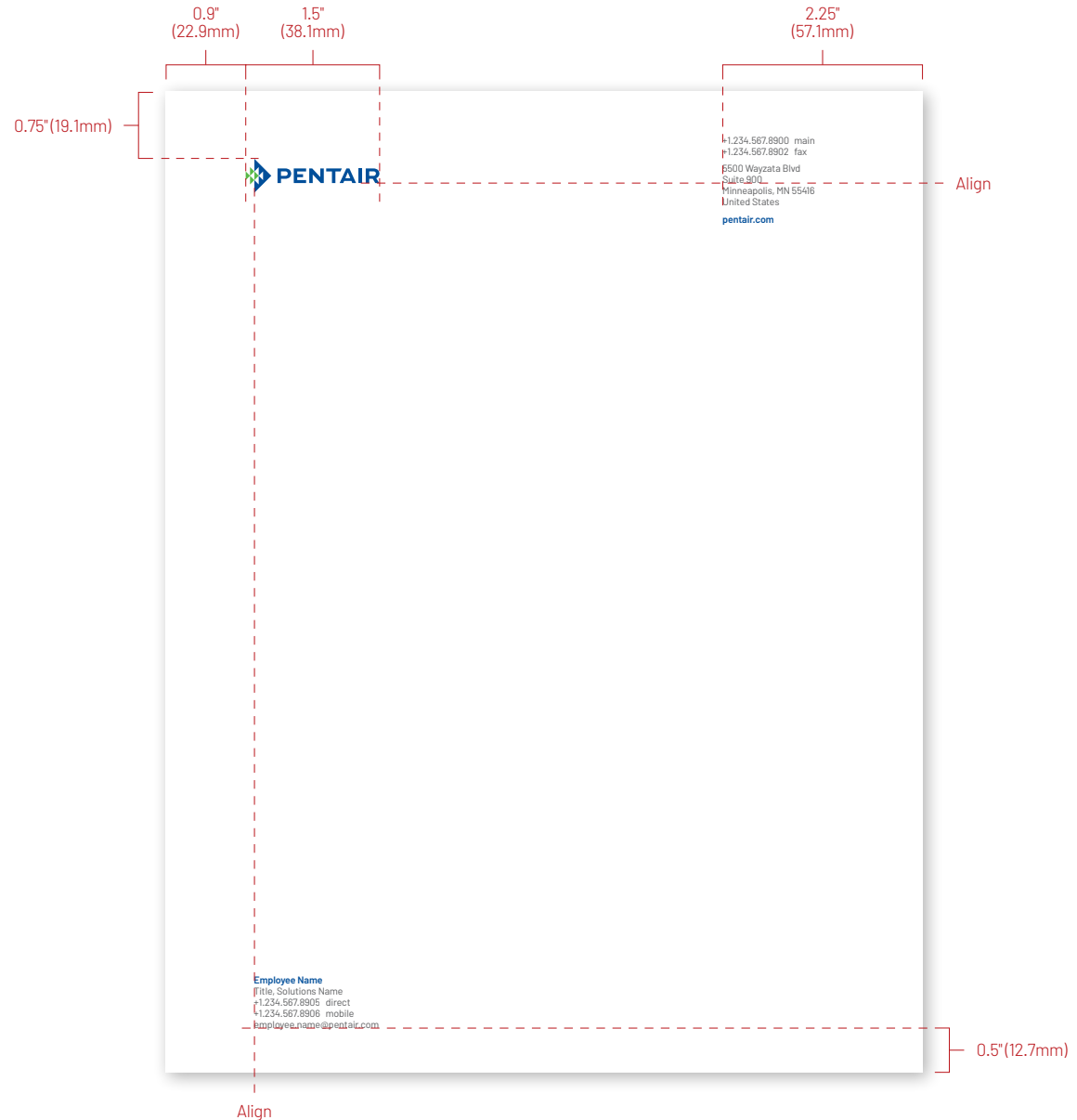
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead**.

PERSONALIZED LETTERHEAD



The envelope features the Pentair Logo plus address and URL. All text prints in Pentair Dark Gray.

TYPOGRAPHY AND COLOR

- **Address:** Barlow Regular, 7pt Type/8.5pt Leading, -10 Tracking, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 7pt Type/8.5pt Leading, -10 Tracking, 4pt space above, Pentair Blue.

FORMAT

#10 (9.5" x 4.125"). Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

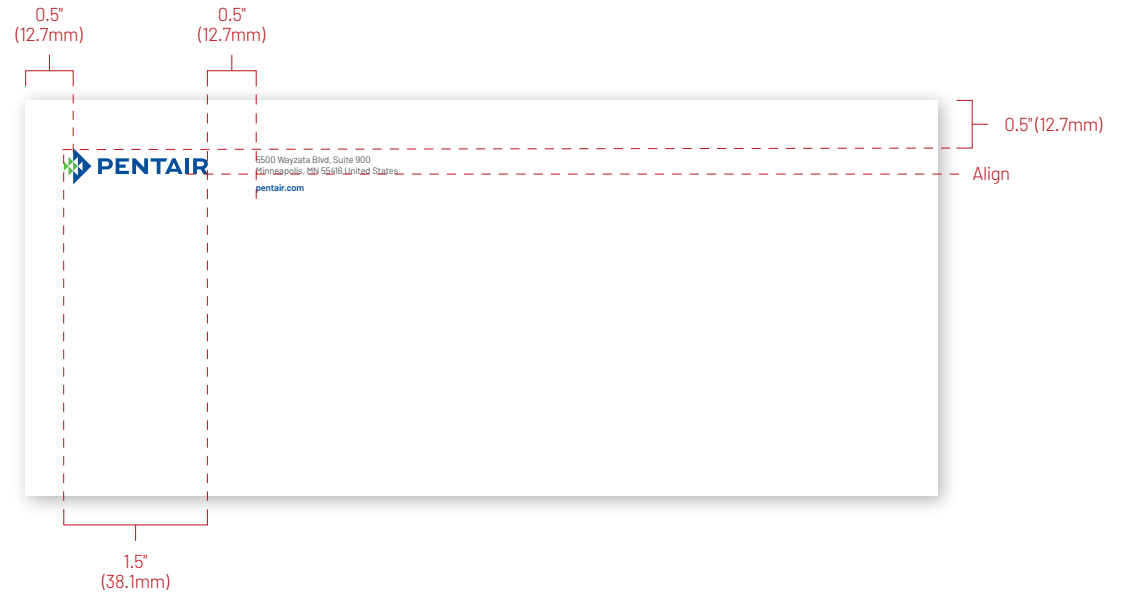
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Envelopes**.

ENVELOPES



TYPOGRAPHY AND COLOR

The title is set in Arial Regular and Bold, uppercase.
All text is set in Arial Regular, Pentair Dark Gray.

CORPORATE/COPYRIGHT STANDARD

This page illustrates a press release including Pentair's Corporate/Copyright Standards, as detailed in the bottom left. The Pentair logo has been removed from this area due to the location of the logo in the top left. For information regarding the proper layout of our Corporate/Copyright Standard, refer to the Trademarks and Legal chapter of the brand standards.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions. Boilerplate copy in example to the right is approved and final.

Important Note: Press releases sent out on the wire should use Arial as this is the typical and acceptable font used for press release formats.

DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Press Release**.

PRESS RELEASE

0.6" (15.2mm) 1.5" (38.1mm)

0.75" (19.1mm)

PENTAIR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Location: Lorem ipsum dolor sit amet.
Date of release: Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis nibh pretium urna tincidunt consectetur. Fusce auctor, dui at venenatis sollicitudin, libero sapien lobortis dolor, sed ultrices neque eros euismod arcu. Donec nibh arcu, suscipit sit amet faucibus mattis, lobortis pretium arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer sed sem eros porta sagittis. Duis quis est id arcu pulvinar sollicitudin id eget nisi. Phasellus erat felis, ultrices quis iaculis vehicula, aliquet nec dui. Proin achen drent est. Donec metus sem, dapibus et ultrices eu, consectetur sed lectus. Vivamus est nisi, ullamcorper ac ultrices et. Mauris eget elit risu felis, ultrices quis lacul.

Nam pulvinar odio urna. Sed eget ligula risus. Curabitur nec arcu neque. Phasellus metus quam, scelerisque ac ultrices at, tempor sed odio. Suspendisse convallis eleifend euismod. Suspendisse dapibus interdum elem entum. Suspendisse egestas, tortor quis ultrices tincidunt, tortor quam pulvinar neque, egestas condimentum orci est in nulla. Quisque faucibus, tortor in lobortis laoreet, elit justo pulvinar enim, molestie elementum erat tellus quis arcu. Nulla adipiscing heque id turpis laoreet sollicitudin. Sed ornare tincidunt euismod. Praesent metus justo, dapibus vitae sollicitudin ac, dapibus nec lorem. Donec pulvinar elit libero, ac eleifend ipsum. Mauris ultrices ornare turpis, ac porta magna ullamcorper pretium. Nullam non pretium eros. Donec eros velit, aliquet sit amet viverra non, congue etortor quam pulvinar uam. Donec eu ipsum erat.

Pellentesque aliquam, urna et ultrices rutrum, leo sem semper justo, eu suscipit purus leo vitae magna. Curabi tur mattis metus et orci posuere consequat a vel tortor. Proin ultricies dolor vitae lorem consequat fermentum. Nulla eu tempus justo. Vestibulum dapibus pharetra feugiat. Fusce at risus leo, ac dictum augue. Pellentesque nec erat sem. Nulla malesuada risus nec mi pretium a bibendum ligula adipiscing. Donec vel tortor nisi. Morbi blandit tristique risus, sagittis iuctus velit pellentesque a. Suspendisse sed pulvinar ipsum. Ut scelerisque lacus ut dolor posuere sed pulvinar nulla pulvinar. Cras id nulla massa, vitae fringilla odio. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse elit ipsum, tincidunt vitae blandit sit amet, pulvinar nec ante.

5500 Wayzata Blvd | Suite 900 | Minneapolis, MN 55418 | United States | +00.123.456.7890 | pentair.com

At Pentair, we believe the health of our world depends on reliable access to clean water. We deliver a comprehensive range of smart, sustainable water solutions to homes, business and industry around the world. Our industry leading and proven portfolio of solutions enables people, business and industry to access clean, safe water, reduce water consumption, and recover and reuse it. We help ensure water is clean when returned to the environment. Whether it's for fitness and fun, healthier homes, better flood control, safer sky rises, more sustainable ways to farm, or safe drinking water for those who need it most, we won't stop until the world's water is managed the best way possible.

From approximately 130 locations in 34 countries, Pentair's 10,000 employees are united in our unwavering belief that the future of water depends on us. Our 2017 revenue was \$2.8 billion, and we trade under the ticker symbol PNR. To learn more, visit pentair.com.
Pentair is an equal opportunity employer.
10-00000 00/00 02/18 Pentair. All Rights Reserved.
Notice / © Ownership Statement

Arial Bold and Regular, uppercase, 16/17.5pt

Arial Bold and Regular, 9.5/15pt

Arial Regular, 9.5/15pt

Corporate/Copyright Standards

0.7" (17.8mm) 0.7" (17.8mm)

Our Microsoft® PowerPoint template is an important tool that enables us to present and distribute information in a digital format. We have developed a template system that expresses our visual identity while presenting information in a clear, easily understandable format.

The template includes format in 4:3 and 16:9 for digital and printed presentations.

The Powerpoint template is periodically updated. You can find and download the most current version in mypentair.com in the Brand Materials Section/Powerpoints.

LEGAL ENTITY NAMES

Pentair PowerPoint presentations should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

WEBEX SCREENS

A collection of branded webex backgrounds and instructions are available for download in the "Other" section.

DOWNLOAD FILES

Files are available to download at mypentair.com.

POWERPOINT TEMPLATE



EXAMPLES OF WEBEX SCREENS



This page shows a typical example of a three-ring binder cover insert, which illustrates how the Pentair Logo, color and typography create the unique visual style for our communications.

FORMAT

9" x 11"

NOTE: Apply same margins to non-US formats. When creating an insert for binders, the width of the insert may need to be adjusted to accommodate the binder size.

BINDER COLOR

White binders are always preferred.

PENTAIR LOGO

The full-color logo is positioned at the top right.

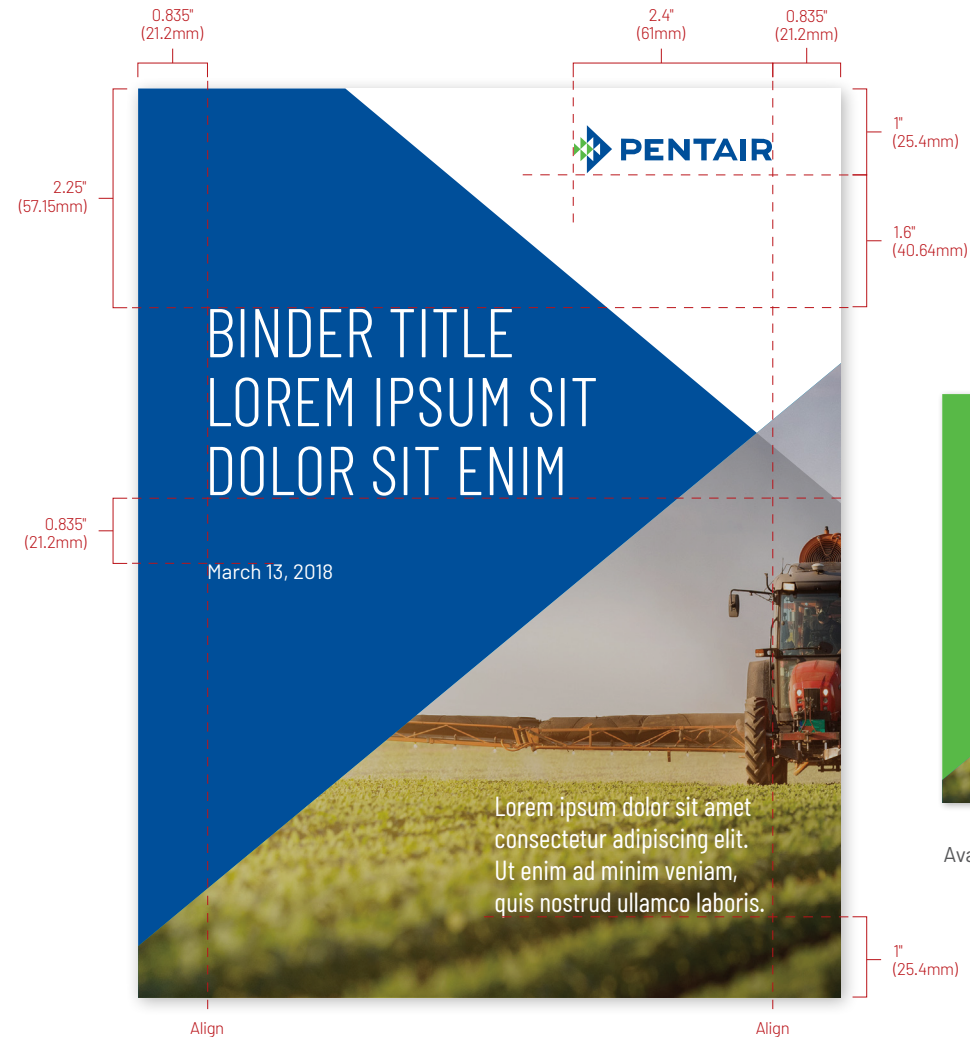
TYPOGRAPHY

- **Title:** Barlow Condensed Light, 60/60pt, Uppercase, White on one to three lines of text.
- **Subtitle:** Barlow Condensed Regular, 24/28pt, Title Case, White on one to four lines of text.
- **Date:** Barlow Regular, 18pt, White.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file.

BINDER COVER INSERTS



Available in Blue and Green options

This page shows a typical example of a three-ring binder spine insert, which illustrates how the Pentair Logo, color and typography create the unique visual style for our communications.

FORMATS

- 1" x 11"
- 1.5" x 11"
- 2" x 11"
- 2.5" x 11"

NOTE: Apply same margins to non-US formats. When creating an insert for binders, the width of the insert may need to be adjusted to accommodate the binder size.

BINDER COLOR

White binders are always preferred.

PENTAIR LOGO

The full-color logo is positioned top center on the spine insert facing down.

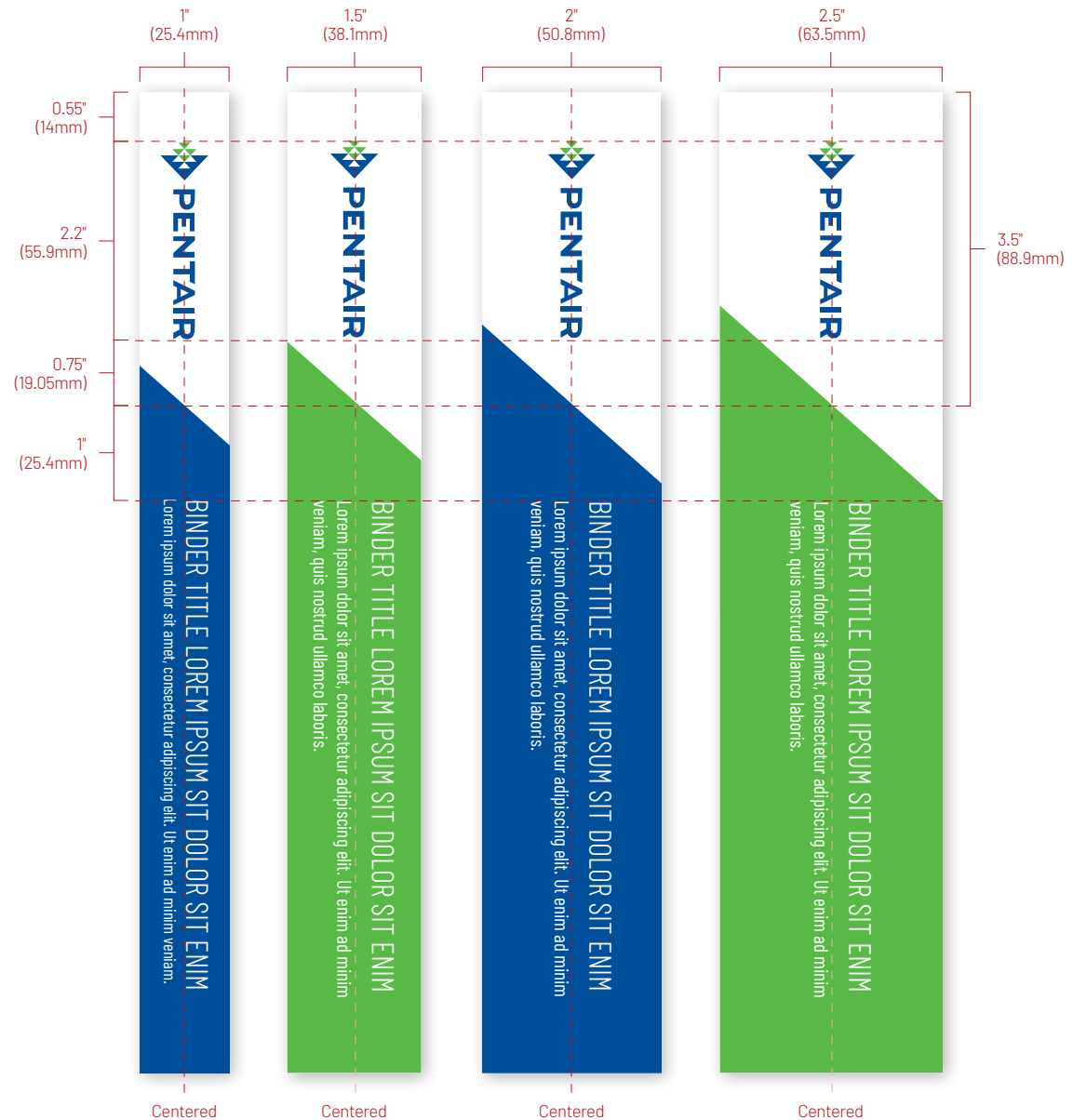
TYPOGRAPHY

- **Title:** Barlow Condensed Light, 25pt, Uppercase, White on one line of text.
- **Subtitle:** Barlow Condensed Regular, 14pt, Title Case, White on one line of text.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file.

BINDER SPINE INSERTS



Employee badges are important tools to identify our employees. The Pentair Logo is centered on the front of the badge. Use the one-color white logo on the primary badges or the full-color logo on the secondary badges.

Employee badges display employees' first name in Barlow Condensed Semibold and last name in Barlow Condensed Light. The entire name should be title case in Pentair Blue.

The back of the badge is against a white background and the Brand Promise is set in Barlow Condensed Light, uppercase in Pentair Blue. There is a blank version available as an alternate choice.

PHOTOGRAPHY

Black and white photography is recommended for the front version of the badges.

LEGAL ENTITY NAMES

Pentair employee badges should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

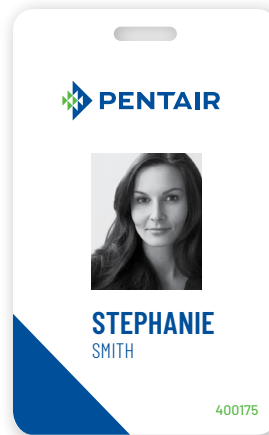
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, please see the Brand Materials section of mypentair.com for available downloadable assets, or contact your segment content marketing manager, or marketing manager global brand.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Employee Badges**.

BADGE FRONT (Primary)

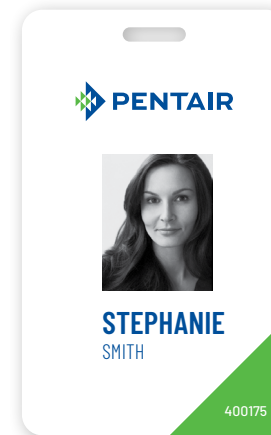


With Photo

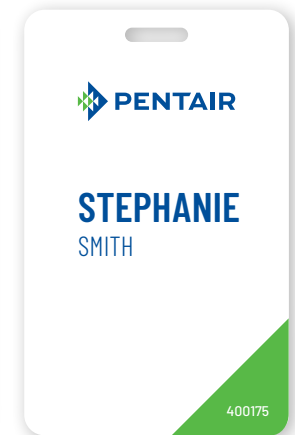


Without Photo

BADGE FRONT (Secondary)



With Photo

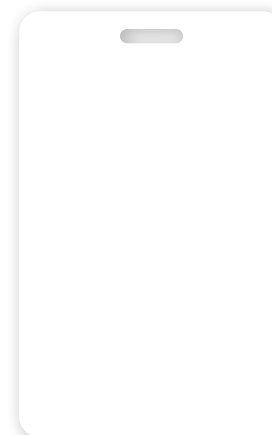


Without Photo

BADGE BACK



Brand Promise



Blank

5.2 EMAIL SIGNATURES

This email signature features the employee name, title, Pentair name, contact information, Pentair URL, social media names, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (pentair.com) should be included in all email signatures. If your business' website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Arial Regular 10pt. in Black and pentair.com should be listed as shown in Arial Bold 10pt. in Blue. Once the transition is complete, delete your business' old URL.

TYPOGRAPHY AND COLOR

Refer to the specifications shown to the right.

LEGAL ENTITY NAMES

Legal entity names, such as Pentair plc or Pentair Management Company, should **not** be included unless required by local law. Contact your assigned Legal Counsel for authorization.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Do **not** use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the United States, use only **+1**.123.456.7890 (refer to countrycodes.org).

WEBSITE LINKS

URL hyperlinks for Pentair and social media sites are embedded in the download files.

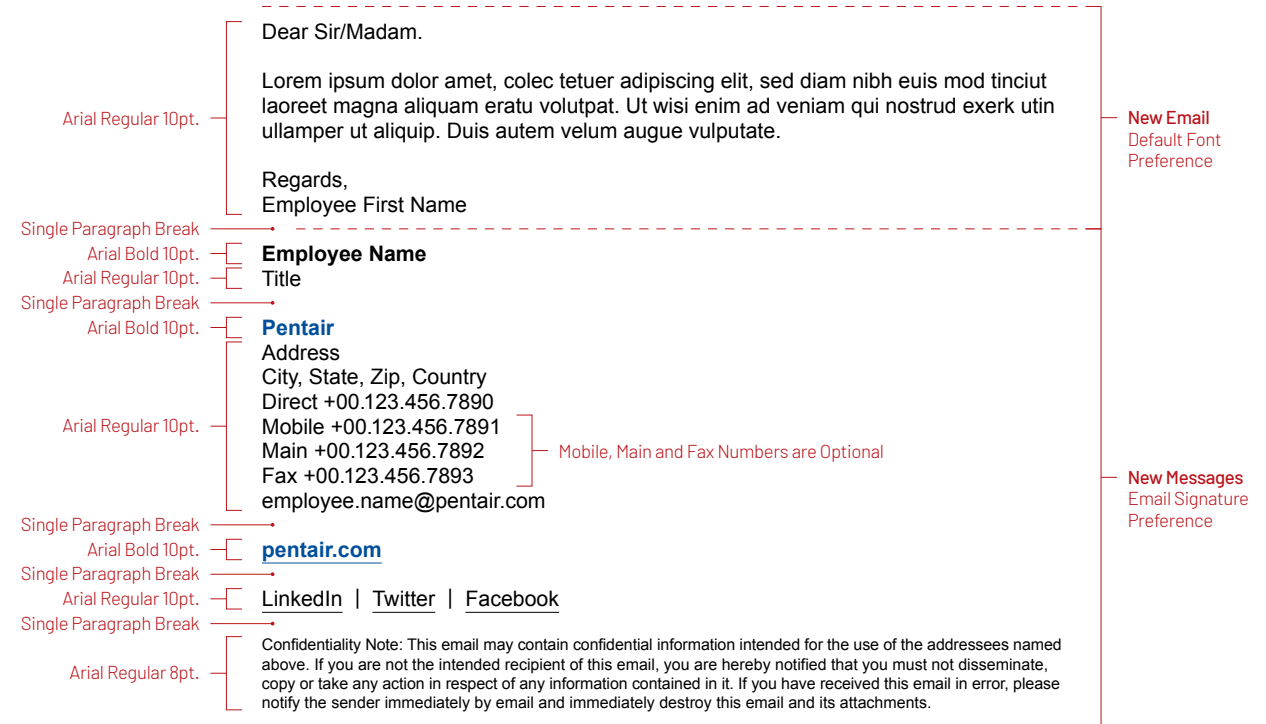
DETAILED INSTRUCTIONS

To make your personal email signature, refer Instructions in the brand materials section of mypentair.com.

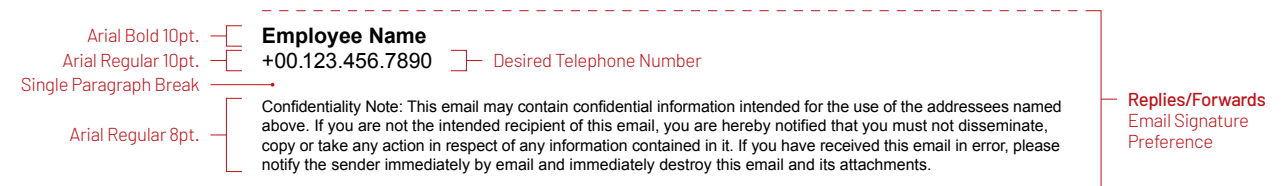
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature** to download the appropriate file.

EMAIL SIGNATURE (New Messages)



EMAIL SIGNATURE (Replies/Forwards)



Important Note: Banners should **not** be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.

This email signature features the employee name, title, Pentair name, Legal Entity Name, contact information, Pentair URL, social media names, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (**pentair.com**) should be included in all email signatures. If your business' website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Arial Regular 10pt. in Black and pentair.com should be listed as shown in Arial Bold 10pt. in Blue. Once the transition is complete, delete your business' old URL.

TYPOGRAPHY AND COLOR

Refer to the specifications shown to the right.

LEGAL ENTITY NAMES

Legal entity names, such as Pentair plc or Pentair Management Company, should only be included if required by local law (refer to Section 15). Contact your assigned Legal Counsel for authorization.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Do not use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the United States, use only **+1.123.456.7890** (refer to countrycodes.org).

WEBSITE LINKS

URL hyperlinks for Pentair and social media sites are embedded in the download files.

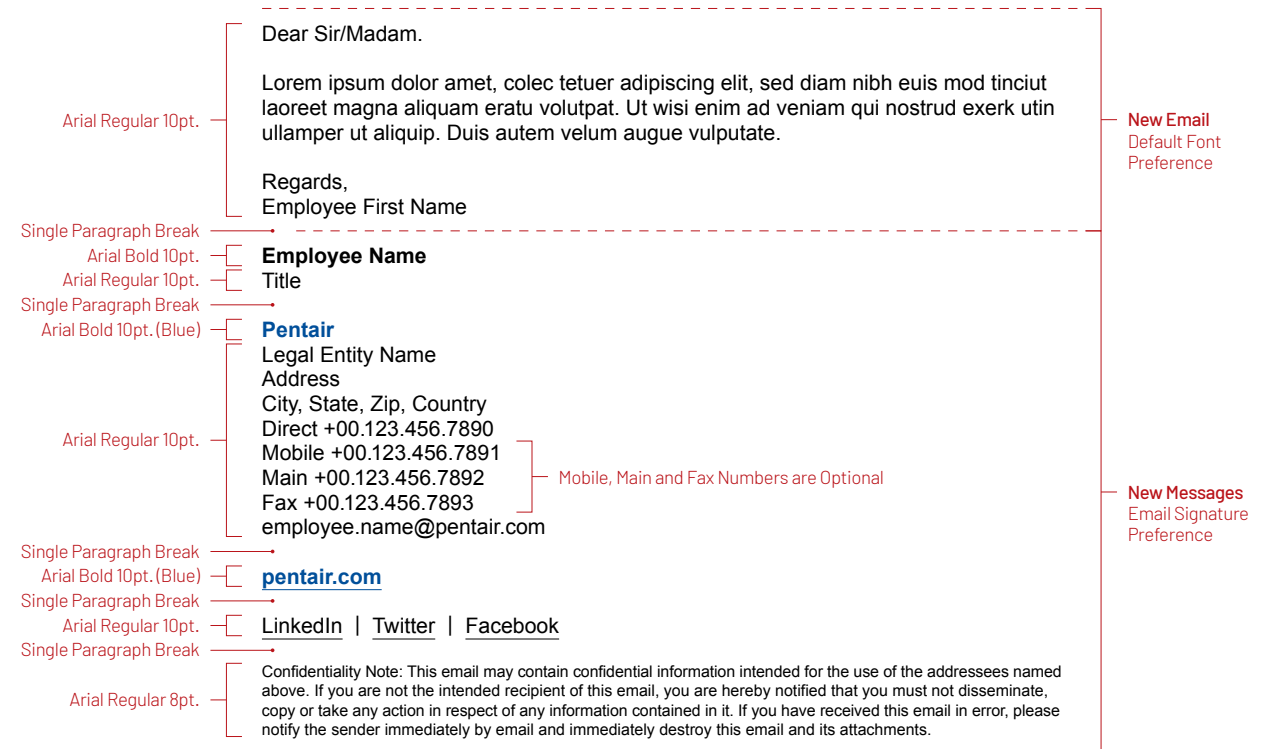
DETAILED INSTRUCTIONS

To make your personal email signature, refer to page 87.

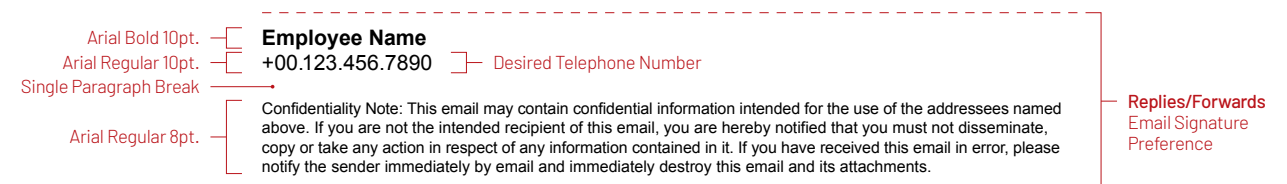
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature**.

EMAIL SIGNATURE – LEGAL ENTITY (New Messages)



EMAIL SIGNATURE – LEGAL ENTITY (Replies/Forwards)



Important Note: Banners should not be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.

PERSONALIZED EMAIL SIGNATURE

Follow these detailed instructions to produce your personalized **Pentair Email Signature**; these instructions are also in the PDF listed below in Step 2.

BRAND ASSETS

Always use Pentair Brand Assets when producing personalized Pentair email signatures.

INSTRUCTIONS

Login to mypentair.com. Then go to **Brand Standards > Business Documents > Email Signature** and download the file **Pentair_Email_Signature.zip**

1. Double click the file and open the folder, which includes the following files:
 - **Pentair_Email_Signature_(New_Message).html**
 - **Pentair_Email_Signature_(Replies-Forwards).html**
 - **Pentair_Email_Signature_Instructions.pdf**
2. Double click on the file **Pentair_Email_Signature_(New_Message).html**
This file will open in a web browser (e.g., Chrome, Navigator, Firefox, Safari, etc.).
3. Go to **EDIT > Select All (Ctrl + A)**, then go to **EDIT > Copy (Ctrl + C)**.
4. Open **Microsoft Outlook**.
5. Open a new email message.
6. Click on the **Message** menu tab and select **Signature > Signatures**.
7. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type in **Pentair Signature (New Messages)** as the email signature name.
8. Click on **Edit Signature**.
9. Go to **EDIT > Paste (Ctrl + V)** in the Edit Signature text box.
10. Highlight only the words to be changed and type in your personal information.
11. Click **OK**.
12. Under **Choose default signature**, click on the **New Messages** drop-down box, and select the file **Pentair Signature (New Messages)**.
13. Repeat Steps 2-14 to create the simplified email signature for Replies/Forwards.
Your file should be named: **Pentair Signature (Replies/Forwards)**.
14. Send a Test Email to yourself, to be certain all of the links work correctly.

PERSONALIZED EMAIL SIGNATURE – LEGAL ENTITY

Follow these detailed instructions to produce your personalized **Pentair Email Signature with the Legal Entity Name**; these instructions are also in the PDF listed below in Step 2.

BRAND ASSETS

Always use Pentair Brand Assets when producing personalized Pentair email signatures.

INSTRUCTIONS

1. Login to mypentair.com. Then go to **Brand Standards > Business Documents > Email Signature** and download the file **Pentair_Email_Signature_Legal_Entity.zip**
2. Double click the file and open the folder, which includes the following files:
 - **Pentair_Email_Signature_Legal_Entity_(New_Message).html**
 - **Pentair_Email_Signature_Legal_Entity_(Replies-Forwards).html**
 - **Pentair_Email_Signature_Instructions.pdf**
3. Double click on the file **Pentair_Email_Signature_Legal_Entity_(New_Message).html**
This file will open in a web browser (e.g., Chrome, Navigator, Firefox, Safari, etc.).
4. Go to **EDIT > Select All (Ctrl + A)**, then go to **EDIT > Copy (Ctrl + C)**.
5. Open **Microsoft Outlook**.
6. Open a new email message.
7. Click on the **Message** menu tab and select **Signature > Signatures**.
8. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type in **Pentair Signature (New Messages)** as the email signature name.
9. Click on **Edit Signature**.
10. Go to **EDIT > Paste (Ctrl + V)** in the Edit Signature text box.
11. Highlight only the words to be changed and type in your personal information.
12. Click **OK**.
13. Under **Choose default signature**, click on the **New Messages** drop-down box, and select the file **Pentair Signature (New Messages)**.
14. Repeat Steps 2-14 to create the simplified email signature for Replies/Forwards.
Your file should be named: **Pentair Signature (Replies/Forwards)**.
15. Send a Test Email to yourself, to be certain all of the links work correctly.

For additional unacceptable usage rules, follow the specifications below:

1. Do not use legal entity names, such as Pentair plc or Pentair Management Company, unless required by local law.
2. Do not use telephone numbers, except the approved Direct, Mobile, Main, and Fax.
3. Do not use the Pentair Logo.
4. Do not use Banners within the email signature (see Important Note below).
5. Do not use Social Media Logos.
6. Do not use fonts, other than Arial.
7. Do not use colors, other than black.
8. Do not use Platforms, Product Lines and/or Product Names.
9. Do not eliminate or rearrange contact information.
10. Do not use Pentair Sub-Brand Logos.
11. Do not use inspirational quotes, personal branding, or religious statements.
12. Do not eliminate the Confidentiality Note.

UNACCEPTABLE USAGE

Employee Name
Title

1. **Pentair plc**
Address
City, State, Zip, Country
Direct +00.123.456.7890
Mobile +00.123.456.7891
2. Home +00.123.456.7892
employee.name@pentair.com
- 3.
- 4.
- 5.
6. *Confidentiality Note: This email may contain confidential information intended for the use of the addressees named above. If you are not the intended recipient of this email, you are hereby notified that you must not disseminate, copy or take any action in respect of any information contained in it. If you have received this email in error, please notify the sender immediately by email and immediately destroy this email and its attachments.*

7. **Employee Name**
Title
8. **Pentair Haffmans**
Direct +00.123.456.7890
Mobile +00.123.456.7891
9. Address
City, State, Zip, Country
- 10.
11. **No act of kindness, no matter how small, is ever wasted. ~ Aesop**
pentair.com
[LinkedIn](#) | [Twitter](#) | [Facebook](#)
- 12.

Important Note: Banners should not be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.



This email signature (for mobile devices only) features the employee name, title, contact information, Pentair URL, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (**pentair.com**) should be included in all email signatures. If your business' website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Regular Font and pentair.com should be listed as shown in Bold Font. Once the transition is complete, delete your business' old URL.
- Do not list the address of you location.
- Do not use the Pentair Logo.
- Do not use logos or names of any Pentair Platform, Product Line and/or Product Name.
- Do not use any art within the email signature.
- Do not use logos or names of Social Media sites.
- Do not eliminate or rearrange contact information.
- Do not use inspirational quotes, personal branding, or religious statements.
- Do not eliminate the Confidentiality Note.

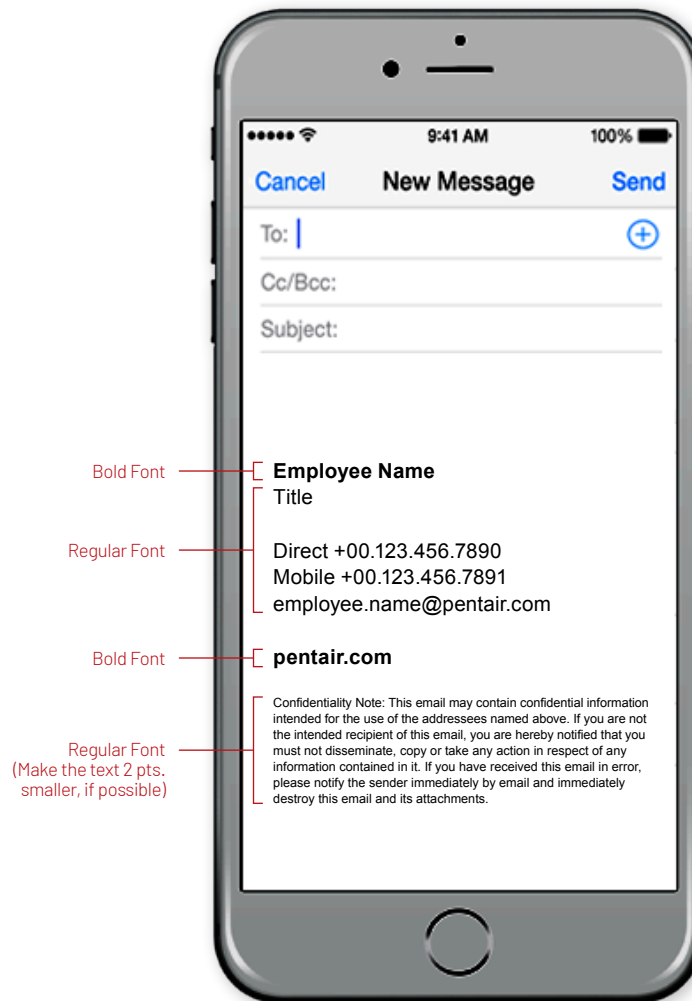
TYPOGRAPHY AND COLOR

Type is set in Arial or the mobile device's default font. If available, use Regular and Bold typetypes, as shown. All type color should be Black.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Main and Fax Numbers are optional. Do not use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the U.S.A., use only **+1.123.456.7890** (refer to countrycodes.org).

MOBILE EMAIL SIGNATURE (New Messages & Replies/Forwards)



Personalized Email Signature Instructions for Mobile Devices*

iPhone/iPad

1. Go to **Settings** on the iPhone Home screen.
2. Go to **Mail**.
3. Go to **Signature**.
4. Enter your personal signature, as described to the left.**
5. Double-tap the **Employee Name** or **pentair.com** to format. Use the text highlighting handles to select more or fewer words or characters.
6. Tap **B / U** in the context menu that appears above the chosen word. If you do not see the context menu, tap the arrow at the end of the context menu to reveal more options.
7. Tap **Bold**.
8. Exit the Signature screen.

Your personalized email signature will now appear at the bottom of your new email message on your mobile device.

* For mobile devices not listed, refer to the device's user manual online.

To avoid incorrect spelling, highlight and copy the **Confidentiality Note text to the left, then paste it into your Email Signature. This may require to copy the text on your PC, then email it to your mobile device.