

SECTION 2

MESSAGING

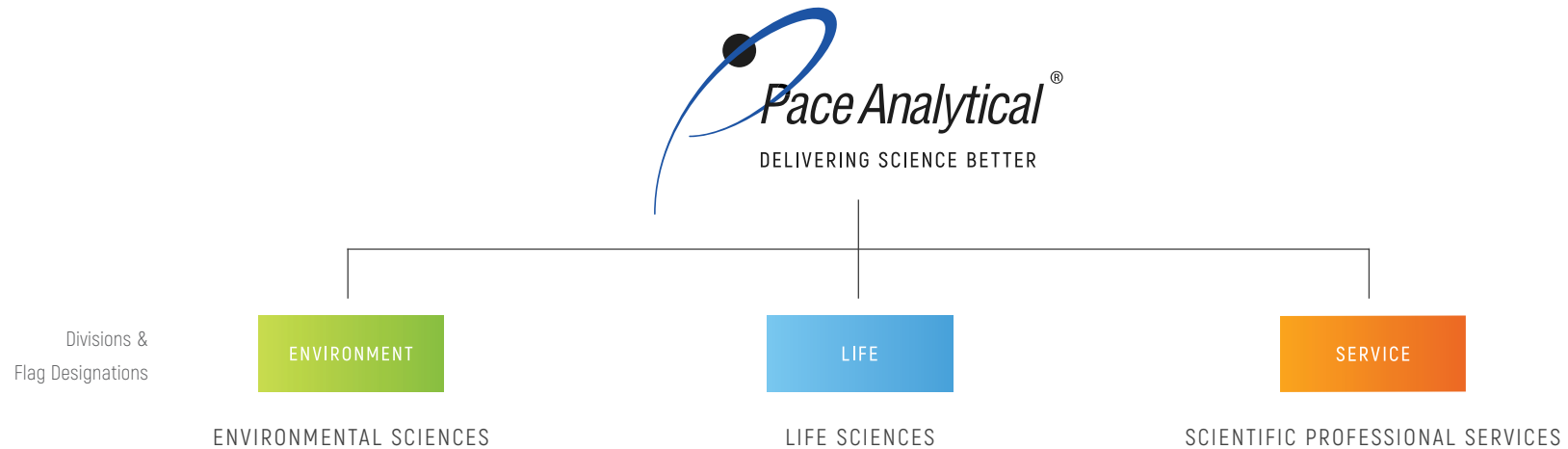
OUR BRAND VOICE AND DESIGN ARE ALWAYS CLEAN, SIMPLE AND MODERN. THIS REFLECTS THE VALUE WE BRING TO OUR CUSTOMERS. WE TAKE THEIR COMPLEX AND DIFFICULT PROBLEMS AND, IN TURN, PROVIDE THEM WITH SIMPLICITY AND PEACE OF MIND.

HIERARCHY & ARCHITECTURE

MASTER BRAND STRATEGY

Pace follows a master brand strategy, wherein the Pace brand name serves as the main anchoring point under which all products and divisions are based. While individual products and business divisions will always have their own names, they will always carry the Pace name as the brand.

The Pace master brand has a distinct promise, position, personality, visual and verbal system. All individual products and services use the same system, including the brand line, colors, and a descriptive name. Exceptions are rare and are only granted under reviewed circumstances.



VOICE & TONE

DELIVERING SCIENCE BETTER

DIRECT:

Economy of language conveys a stoic confidence and respect for the time and intelligence of our audience.

WISE:

We've been around for a while and we're willing to share what we learned. We look back, not with nostalgia, but to take note of how far we've come. Our optimism for the future is fueled by our knowledge of history.

PROFESSIONAL:

Our respectful and professional tone is a direct reflection of the kind of service and support our customers receive. Campaign materials speaks in a way that instills trust.



NARRATIVE

SHORT-FORM

DELIVERING SCIENCE BETTER.

Pace delivers the highest standard of testing and scientific services in the market. We offer the most advanced solutions in the industry, backed by truly transparent data, a highly trained team, and the service and support that comes from four decades of experience.

NARRATIVE

LONG-FORM

DELIVERING SCIENCE BETTER.

We opened our doors more than 40 years ago with a vision: to deliver science better. The world was changing. New laws and regulations were being introduced to protect our health and the environment. We saw an opportunity to support our clients with precise and thorough scientific testing, helping them to stay in compliance. At the time, it felt like a demand that was never going to run out. And it hasn't.

Over the years, we took the time to develop our processes and learn how to serve our customers as they deal with complex and everchanging regulations. We're proud to be a leader in an industry that made our world safer and healthier than it was.

We have continuously improved and today we continue to live our vision of delivering science better. We promise to provide the highest quality testing and scientific services in the industry, supported by ethical standards, transparency and personalized support.

We believe that the quality and accuracy of data is absolutely essential to the success and reputation of our clients. Our clients most important decisions are based upon our data. This belief is at the core of what we do, because knowledge is power. And it's only through uncovering the truth that we will have the ability to continue to protect our most precious resources.

Pace Analytical®. Delivering Science Better.



THE BIG THREE

MESSAGE MATRIX

PACE® BRAND

HUMAN MESSAGE :

Pace is a trusted advisor with a commitment to leading with integrity.

HEADLINE EXAMPLES: A. Here to make our world a safer, healthier, better place.
B. Working together to protect what matters.

BUSINESS STATEMENT :

Pace can help improve your bottom line and lessen your workload.

HEADLINE EXAMPLES: A. We are the experts in delivering advanced scientific solutions.
B. Business solutions by scientists, for scientists.

TRUST AND RELIABILITY:

Pace delivers data you can trust through partners you can count on.

HEADLINE EXAMPLES: A. Partners you can count on.
B. Providing trusted results for more than 40 years.

ENVIRONMENT

HUMAN :

We all share this planet. Pace views our clients as partners in protecting our environment and improving the health and safety of our communities. The work we do together is important, so we approach everything we do with ethics and integrity.

HEADLINE EXAMPLES: A. We protect the places we all work, play, and live and we protect people.
B. What we protect is too important for anything less than our best.

BUSINESS :

We started Pace more than 40 years ago with the goal of helping customers comply with increasing environmental regulations. We have continuously improved with each year, making us the experts in helping our customers navigate increasingly complicated regulations and testing requirements.

HEADLINE EXAMPLES: A. As regulatory demands evolve, so do we.
B. Providing trusted results for more than 40 years.

TRUST:

Pace has the capabilities and expertise of the national network with the quick-response, flexibility and customer service of a local presence. You can trust Pace to be able to do what needs to be done and do it right.

HEADLINE EXAMPLES: A. National network, local presence.
B. Analytical testing done right.




LIFE

HUMAN :

Whether it's getting rid of a headache or saving a life, we help develop and test the products that improve the health of everyone in our communities and around the world. For this reason, we are committed to getting it right every time.

- HEADLINE EXAMPLES:**
- A. Committed to protecting our health.
 - B. Providing trusted data to keep people safe and healthy.
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BUSINESS :

We provide unmatched customer service by knowing our clients and their needs. We offer more than trusted analytical testing. We help you improve your business by reducing risk, managing complicated regulatory requirements and giving you access to a national network with local support.

- HEADLINE EXAMPLES:**
- A. As the science advances, so do we.
 - B. We help our partners succeed. Reduce Risk. Improve outcomes. Free them to grow.
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TRUST:

We operate with an obsession to detail so you can trust that your results are accurate and delivered on time. For more than 40 years, we've built a reputation as partners you can count on. Our stable network of laboratories across the country will be here to support you now and for decades to come.

- HEADLINE EXAMPLES:**
- A. Supporting you now and for decades to come.
 - B. Providing the trusted results your business relies on.

SERVICE

HUMAN :

Our employees are our greatest resource, so we treat them that way. When you bring Pace experts into your business you can trust that each of those employees is valued and taken care of.

HEADLINE EXAMPLES: A. Regulatory services rooted in respect.
 B. Highly trained and skilled regulatory staff.

BUSINESS :

Our service model is designed to support your business strategy. We recruit and train the best scientists so you don't have to. When you partner with Pace, you can be fully staffed with productive experts trained to do the job right.

HEADLINE EXAMPLES: A. Connecting you with the talent your business needs.
 B. We find the top talent, so you don't have to.

TRUST:

Pace has more than 40 years' experience in laboratory management and operations. We've built a reputation over this time as a trusted partner and employer. Our commitment to our employees' growth and development means we can attract first class talent and send them on to serve you.

HEADLINE EXAMPLES: A. Staffing services by scientists, for scientists.
 B. A reputation for attracting the best.