# NEXT GENERATION
# AUTOMATION

# Brand Guidelines

## OPEX®

**Version 08012022**

// THE PURPOSE OF THESE BRANDING GUIDELINES IS TO DEVELOP A CONSISTENT, EFFECTIVE EXPRESSION OF OPEX CORPORATION'S BRAND AND TO PROVIDE A STRAIGHTFORWARD TOOL TO COMMUNICATE OUR BRAND WITH OTHERS SEAMLESSLY.

## This document will provide you with the basic guidelines for OPEX®'s Graphic Identity Program and Style Guide.

This branding guide is intended to supply instructions for correct usage of OPEX® logo, copyrights, trademarks, service marks, as well as provide approved copy and boilerplate statements about the company, Warehouse Automation and Document & Mail Automation line of businesses, and their products and services. It should be used as a guide for all OPEX internal and external communications and contains material approved for distribution and replication.

Applicable use of this guide includes everything from brochures to the website(s), from reports to publications, from email signatures to letterhead, from fleet wraps to product logos, from expressions on social platforms to communication at customer sites, and at conferences or on the trade show floor. These guidelines also serve to inform our integrators and reselling partners as they develop their own marketing tools in support of OPEX products and services.

**To ensure the success of our branding efforts, it is important that we maintain consistent marketing and corporate communications both in print and on the Internet. We appreciate your cooperation in using this document.**

*Contact group_marketing@opex.com for any brand identity questions.*

# // TABLE OF CONTENTS

# // WHO WE ARE

*This is our company description. It provides a consistent way for everyone to talk about who we are and what we do.*

**OPEX® is more than a manufacturer of machines. We continuously reimagine technology to power the future for our customers.**

With an innovative approach, we engineer unique automated solutions that support our customers so they can solve the most pressing business challenges for both today and tomorrow. Our scalable Warehouse and Document & Mail Automation solutions improve workflow, accelerate change, and drive efficiencies in infrastructure.

We are a family-owned and operated organization with more than 1,500 committed employees who innovate, manufacture, install, and service products that are helping transform industry every day. We listen to our customers, respect each other, and work together to help reimagine the future through automated solutions.

The OPEX Warehouse Automation division offers products and services designed to enhance warehouse management and expedite inventory fulfillment.

The OPEX Document & Mail Automation division focuses on mailroom automation and document scanning equipment in the Domestic (United States and Canada) and International (Latin America, EMEA, and APAC) marketplaces. This division also includes the OMATION® product line of letter openers.

As noted above, OPEX maintains a presence worldwide in the United Kingdom, France, Germany, Switzerland, the Republic of Ireland, and Australia.

# AT OPEX®,
# WE ARE
# NEXT GENERATION
# AUTOMATION.

# COLORS

## // OFFICIAL PRIMARY & SECONDARY COLORS

*The company graphic identity standards must be followed as it relates to OPEX® products, departments, or offices. If you have any questions or concerns, contact group_marketing@opex.com.*

### Official Colors

The color palette is a key element in the OPEX identity. Consistent use of the palette helps build recognition for all marketing materials. For on-screen applications such as websites and PowerPoint presentations, a web-safe color palette has been developed. RGB is web-safe and CMYK is for printing only.

Our color palette consists of a primary palette and a secondary palette. The primary palette consists of two lead colors, logo blue and dark blue. They form a solid and stable base to our brand identity. The colors can be used for headlines, backgrounds, and design elements. The secondary palette contains two accent colors which add personality and complement the primary palette. The Warehouse Automation green is used for design accents in any WA collateral. The Document & Mail Automation Blue is used for design accents in any DMA collateral. Both secondary colors are acceptable to use as design accents when designing for general OPEX collateral.
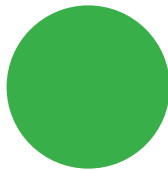
# PRIMARY/LOGO BRAND COLORS
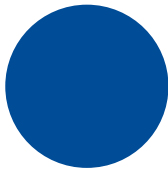
**Logo Blue**
PANTONE: 2945 C
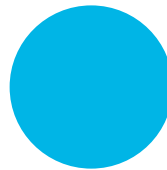RGB: 0/76/151
HEX: #004C97
CMYK: 100/80/9/0
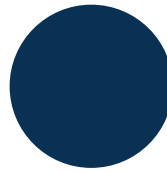
**Dark Blue**
PANTONE: 540 C
RGB: 0/48/87
HEX: #003057
CMYK: 100/84/39/33

# SECONDARY BRAND COLORS

**Warehouse Automation**
PANTONE: 361 C
RGB: 67/176/42
HEX: #43B02A
CMYK: 74/3/100/0

**Document & Mail Automation**
PANTONE: 298 C
RGB: 65/182/230
HEX: #41B6E6
CMYK: 64/9/1/0
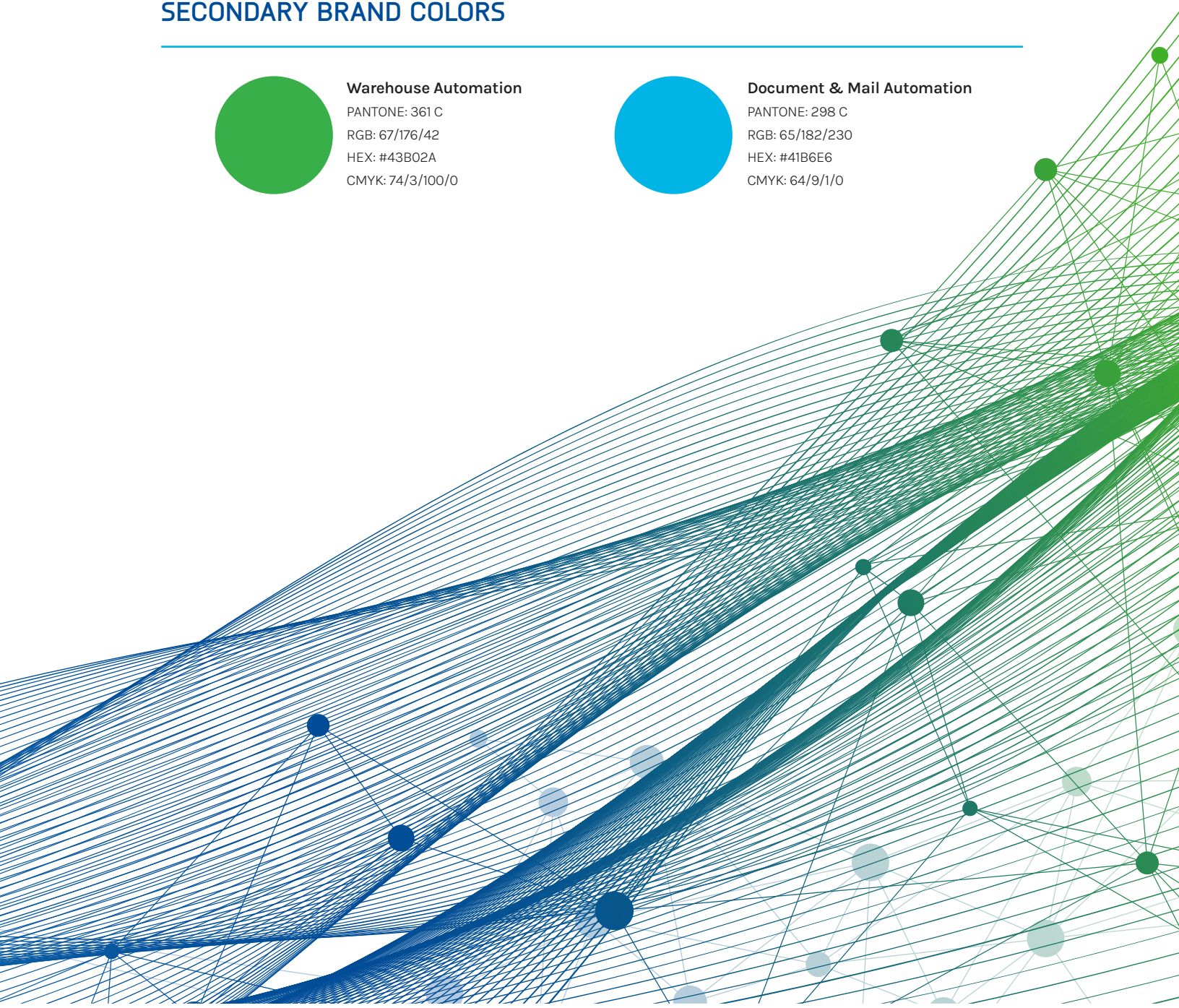
# FONTS

## // OPEX® CORPORATE FONTS

### Fonts to Use

For Microsoft Office documents (Outlook, Word, Excel, etc.) Calibri is recommended.

For PowerPoint headlines, Knul size 24-30 is recommended. For body text in PowerPoint, Karla size 18+ is recommended. Font size can be adjusted based on presenter's preference. When Karla is unavailable, Calibri is an accepted alternate.

The recommended fonts for all design purposes are Knul and Karla.

For all headlines and subheads, use font Knul. For all body text, use Karla.

*To obtain font files and downloads, please contact group_marketing@opex.com.*

### Microsoft Office Documents

**Aa** Calibri (all weights)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

### Headlines + Subheads

**Aa** Knul (all weights)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

### Body Text

**Aa** Karla (all weights)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

# CALIBRI
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

# KNUL
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

# KARLA
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

# LOGOS

## // OPEX® LOGO

### Logo Guidelines

The OPEX® corporate identity has a distinct visual personality. These standards have been created to communicate the corporate identity across the organization consistently. One of the fundamental building blocks of our corporate identity is our corporate logo.

The wordmark is a unique typographic element displaying the full name, OPEX. A font should never be substituted for the wordmark, nor should the wordmark be used to create a new logo.

### Logo Variations

Follow the color palette to ensure the logo is represented clearly and consistently. The OPEX wordmark should appear in OPEX Blue (Pantone 2945C) when using the logo on a white or light background. Against dark or black backgrounds, use the OPEX wordmark in white.

When four-color printing is not available, the logo may be produced in black or white. The black logo is used on light backgrounds and the white logo on dark backgrounds.

Note: The color of the registration symbol ® should match the OPEX wordmark (logo).

*Do not alter or attempt to recreate the elements of the logo in any way. Always use approved artwork. For artwork, contact group_marketing@opex.com.*

## FULL COLOR

OPEX®

## ONE COLOR: BLACK

OPEX®

## KNOCKOUT OVER SOLID COLOR

OPEX®

## KNOCKOUT/ REVERSE FORMAT

OPEX®

## Minimum Logo Size

While there is no maximum usage restriction, the corporate logo minimum usage size is 0.75 inches



OPEX®

0.75"
Minimum usage is
0.75 inch wide

## Logo Clear Space

To protect the integrity of the logo and ensure it receives proper prominence, a minimum amount of space is required around the full logo. No type, images or graphic devices can impede the required clear space. The clear space is defined as X, which is equal to the height of the OPEX® wordmark and adjusts proportionately to the size of the logo.



## File Formats

Logos are saved in the following formats:
- **Adobe Illustrator (.ai), Encapsulated PostScript (.eps)** - vector graphics that produce the highest resolution making them the industry standard for professional printing
- **Portable Network Graphic (.png)** - file format uses 24-bit color as a foundation and can use a transparency channel. These files types are best used when a transparent background is needed for web or other on-screen representation
- **Joint Photographic Experts Group (jpg or .jpeg)** - a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography (not ideal for logos but made available if needed.)

## Logo Reminders

The corporate logo should not be altered, including extending, condensing, or outlining; adding borders, special effects or drop shadows; or attaching other words or graphics. The only exception is found under minimum size requirements.

## Unacceptable Logo Variations

The examples shown to the right present incorrect usage and alterations of the corporate logo. There are currently no approved color alterations for the new OPEX corporate logo. As a standard, Pantone 2945C (including the approved CMYK and RGB conversions, see page 4) should be used.

*For any questions about the proper use, size, and variation of logo, contact group_marketing@opex.com.*

## UNACCEPTABLE LOGO VARIATION



## UNACCEPTABLE LOGO VARIATION



## UNACCEPTABLE LOGO VARIATION



## UNACCEPTABLE LOGO VARIATION

## // WAREHOUSE AUTOMATION LOGOS

### CORTEX™



OPEX®
CORTEX™

OPEX®
CORTEX™
BLACK

OPEX®
CORTEX™
WHITE

### iBOT®

OPEX®
iBOT®

OPEX®
iBOT®
BLACK

OPEX®
iBOT®
WHITE

### Infinity™

OPEX®
INFINITY™

OPEX®
INFINITY™
BLACK

OPEX®
INFINITY™
WHITE

## Perfect Pick®



BLACK

WHITE

## Perfect Pick® HD



BLACK

WHITE

## RPM®



BLACK

WHITE

## Sure Sort®



BLACK

WHITE

Version 08012022

# // DOCUMENT & MAIL AUTOMATION LOGOS

## CertainScan®



BLACK

WHITE

## CertainScan® Edit



BLACK

WHITE

## CertainScan® Tranform™



BLACK

WHITE

## Eagle™

**OPEX® EAGLE™**

**OPEX® EAGLE™**
BLACK

**OPEX® EAGLE™**
WHITE

## Falcon+®

**OPEX® FALCON+®**

**OPEX® FALCON+®**
BLACK

**OPEX® FALCON+®**
WHITE

## Falcon+® RED™

**OPEX® FALCON+® RED™**

**OPEX® FALCON+® RED™**
BLACK

**OPEX® FALCON+® RED™**
WHITE

## FalconV+®

**OPEX® FALCON V+®**

**OPEX® FALCON V+®**
BLACK

**OPEX® FALCON V+®**
WHITE

## FalconV+® RED™

OPEX® FALCON V+ RED™

OPEX® FALCON V+ RED
BLACK

OPEX® FALCON V+ RED
WHITE

## Falcon+® STS™

OPEX® FALCON+ STS™

OPEX® FALCON+ STS
BLACK

OPEX® FALCON+ STS
WHITE

## Falcon+® Transportable

OPEX® FALCON+® TRANSPORTABLE

OPEX® FALCON+® TRANSPORTABLE
BLACK

OPEX® FALCON+® TRANSPORTABLE
WHITE

## Gemini™

OPEX® GEMINI™

OPEX® GEMINI™
BLACK

OPEX® GEMINI™
WHITE

## Insight™

OPEX® insight™

OPEX® insight™
BLACK

OPEX® insight™
WHITE

## Mail Matrix®

**OPEX®**
**MAIL MATRIX®**

OPEX®
MAIL MATRIX®
BLACK

OPEX®
MAIL MATRIX®
WHITE

## Model 72™

**OPEX®**
**MODEL 72™**

OPEX®
MODEL 72™
BLACK

OPEX®
MODEL 72™
WHITE

## OMATION®

**OMATION®**

OMATION®
BLACK

OMATION®
WHITE

## OMATION® Series 210™

**Series 210™**

Series 210™
BLACK

Series 210™
WHITE

## OMATION® Series 410™

**Series 410™**

Series 410™
BLACK

Series 410™
WHITE

# TRADEMARKS

## // COPYRIGHT NOTICE, LOGO, TRADEMARK AND SERVICE MARK USAGE

A trademark symbol in itself is of limited benefit without registration through the government as anybody can apply a TM or SM to a product or company name. Use of the trademark or service mark symbol shows that a company or individual is identifying a product or service as its own, but it has no governmental sanction, and others may challenge it or claim rights to use it. For example, if the mark is too generic, registration can be denied, and others can use it to identify their products. That is why it is important, even after registration, to use trademarks as adjectives, not nouns, so they do not become generic.

Once the trademark is registered, we are the only ones that can use the trademark. We have legal authority to prevent others from using it, and it becomes a valuable asset. Prior to registration, we may have some common law rights to prevent others from using our trademarks or service marks. Advise the OPEX Legal Department if you encounter others using our marks, whether registered or unregistered.

### Trademark Guidelines

All trademarked names must be designated as trademarks by use of the registered trademark, trademark, or service mark symbol consisting of a ®, or the letters TM or SM in superscript form immediately after the mark. For consistency, capitalize the letters "TM" and "SM". If superscript or the registered trademark symbol is not available, then the appropriate letters, "R", "SM", or "TM" should be placed in parentheses after the mark.

No third party name or mark can be used in conjunction with OPEX®'s product names or marks except to connote that OPEX's product/service is included with the other party's products of services (for example, "Deluxe introduced OPEX's Falcon®RED™ scanning solution").

A trademark or service mark should always be used as an adjective and never as a noun or a verb. A generic word like "service" or "concept" or "process" should follow trademarked names (for example, "Perfect Pick® goods-to-person solution").

OPEX's trademarks and service marks may not be used as part of the product name for any third party product (for example, it cannot read "Knipper's Perfect Pick" It should read "Perfect Pick goods-to person-solution at the Knipper's Indianapolis warehouse or OPEX's Perfect Pick goods-to-person solution at Knipper's Indianapolis warehouse.").

When using an OPEX trademark or service mark, never vary the spelling or capitalization, add or delete hyphens, make one word two, or use as a possessive or plural form of the mark.

Letters, memos, press releases, white papers, proposals: Use the appropriate symbol in the first appearance in a headline and/or the first prominent use and in the first appearance in the body of text. Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the document.

Newsletters, magazines, publications with several articles: Treat each article as a separate document as described above.

Outside presentations: Use the appropriate symbols in each slide.

Website: Use the appropriate symbols on each web page.

## Legal Disclosure for Trademarks and Service Marks

The following example is intended for use when communicating in print or on the web regarding any OPEX product, service, or both, and should be modified to include the products and/or services referenced within the document.

Example:
OPEX® and Perfect Pick® are registered trademarks. Cortex™ is a trademark of OPEX. All other trademarks mentioned in this document are the property of their respective owners.

## Copyright Notice

The copyright notice indicates OPEX's authorship and ownership of publications, code, and other works. Use the year the work was completed. If a collection includes works completed in multiple years, note the years, e.g. 2019-2021. The copyright notice should read as follows:

Copyright © 2022 OPEX. All rights reserved.

If there is a space limitation, you may delete "All rights reserved".

Where to put the copyright notice:

• Web pages: In a footer on each page. A link is not sufficient.
• Printed documents or manuals: At the start or end of the work.
• Source and object code: Place notice in headers for source code in ASCll at the start or end of the binary code for object code. The key is to place the copyright notice wherever necessary to make OPEX's authorship known.

## Third Party Licensors

Certain OPEX products and services include products, services, and/or technology used under license from third-party licensors. You may not reference any of the third-party trademarks without express written consent from the third-party owner of the trademarks.

# // OPEX® TRADEMARK

**The logo and the OPEX® wordmark are valuable trademarks of OPEX.**

**OPEX should always be written in all capitals.**

When using "OPEX" to refer to the company, which is named OPEX Corporation, OPEX may be used as a noun, and need not be followed by the circle R symbol.

When using "OPEX" as a trademark or service mark, such as with our brand of products, OPEX should be followed by the circle R symbol.

When OPEX is used as a trademark or service mark, it should always be used as an adjective, and never as a noun. Trademarks are adjectives, which should be followed by the generic descriptive designation of the product or service.

To protect our rights, always use the logo and or wordmark, in accordance with OPEX's Corporate Identity Standards. Use of the registration symbol (i.e., "®") is required whenever the logo or the OPEX wordmark is to be used before the public on a regular basis.

**EXAMPLES:**

**ex. OPEX Corporation**

**ex. OPEX®**

**ex. OPEX® hardware**

**ex. In a URL: opex.com**

Where the registration symbol is required:

- Stationery

- Advertisements

- Marketing brochures, sell sheets and proposals

- Truck signage

- Product/equipment/software

- OPEX facilities signage

The registration symbol need only be visible to the naked eye.

*Do not approximate where the register mark goes. Contact marketing through group_marketing@opex.com for the correct logo.*

# // PRODUCT TRADEMARKS

OPEX® has protected certain product names and technologies with trademarks or registered trademarks. This guideline will address each of these trademarks in their respective sections. When referencing these items, use the proper superscript trademark "TM" or registered trademark "®" symbol in headlines, sub-headlines, and in the first mention in body copy.

Use the trademark as an adjective. The trademark name must be followed by the common descriptive name (noun) of the product it modifies. ("OMATION 210 letter opener" etc.) The word "brand" may also be used to reduce the possibility that OMATION will be thought of as the generic name for the product or a line of products. The word "brand" should always appear in small print when used. ("OMATION brand mail openers"). The trademark should NEVER be used as a common descriptive adjective or a verb. (Incorrect: "Scan this on the OPEX.")

## EXAMPLES

### ex. Falcon+® scanner

### ex. Perfect Pick® goods-to-person system

## REGISTERED TRADEMARKS (®)

| | | | |
|---|---|---|---|
| CertainScan | Envelopener | Falcon | iBOT |
| Mail Matrix | Matrix | Omation | OPEX |
| Perfect Pick | RPM | Sure Sort | Wholesale Works |

## UNREGISTERED TRADEMARKS (TM)

| | | | |
|---|---|---|---|
| Cortex | Eagle | Gemini | Infinity |
| Insight | Model 306 | Model 72 | MPE 7.5 |
| MPS 40 | Quiet Jog | RED | Right-Speed |
| Series 210 | Series 410 | Tracker | |

# PRODUCTS

## // WAREHOUSE AUTOMATION PRODUCTS

*This section includes approved images of current OPEX® products with a brief description. To obtain these images or additional media, contact group_marketing@opex.com.*

**The OPEX WAREHOUSE AUTOMATION line of business focuses on providing highly efficient and agile order fulfillment solutions to warehouses and distribution centers across the globe.**

### iBOT®

The iBOT technology is a multi-directional, intelligent, wireless robotic vehicle effectively transporting inventory to and from picking and sorting locations.

## Infinity™

Infinity™ goods-to-person technology is engineered for unlimited flexibility and scalability in throughput and storage. The system's configurable racking design accommodates various site layouts and workflows to maximize output.

## Perfect Pick®

The Perfect Pick robotic goods-to-person picking technology is engineered to simplify order fulfillment automation with increased throughput, reliability and cost-effectiveness.

## Perfect Pick® HD

Perfect Pick HD goods-to-person system stands for "high-density" offering twice the storage of a single Perfect Pick® aisle without sacrificing throughput for storage capacity. Rather, with this increased aisle density, customers have greater flexibility to slot items across their warehouse, eliminating zones and streamlining their process.

## Sure Sort®

Sure Sort automated put wall is a highly scalable, configurable, and cost-effective small-item robotic sorting system.

# // DOCUMENT AND MAIL AUTOMATION PRODUCTS

*This section includes approved images of current OPEX® products with a brief description. To obtain these images and additional media, contact group_marketing@opex.com.*

**The OPEX DOCUMENT AND MAIL AUTOMATION line of business focuses on mail opening and sorting equipment and document scanning solutions.**

## Eagle™

The Eagle™ is a high-speed mail opening, extracting and scanning transport. The remittance processing system's advanced technology replaces traditional remittance workflow, providing the most secure and efficient way to process payments from a sealed envelope.

## Falcon+®

The Falcon+ scanner can process payments and scan documents directly from file folders or other document storage types and produce images and usable data in mere seconds.

## Falcon+® RED™

The Falcon+ RED scanner is a high-volume out-of-the-envelope scanning platform with integrated mail extraction.
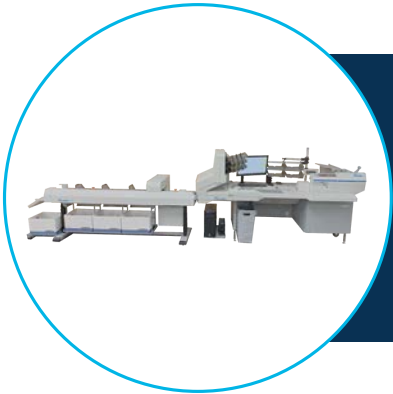
## FalconV+™

The FalconV+ scanner reduces document prep labor and minimizes errors and costly rescans with it's one-touch process. The FalconV+ scanner has five programmable sort bins for operations requiring additional sorting capabilities.

## FalconV+ RED™

FalconV+ RED combines OPEX's innovative one-touch scanning process with the most efficient mail opening and extraction unit on the market, the Model 72™ Rapid Extraction Desk or RED. The FalconV+RED workstation has five programmable sort bins for operations requiring additional sorting capabilities.

## Falcon+® STS

Falcon® STS digital mail distribution systems are designed to significantly reduce labor while allowing the end-user to decide what should be done with each piece of mail regardless of their physical location.

## Falcon+® Transportable

The Falcon+ Transportable includes all the same features as the Falcon+ but is set on a frame that is designed to easily fold and fit into a transport vehicle to move from one jobsite to the next. It can be set up in as few as thirty minutes.

## Gemini™

Gemini combines the versatility of Right-Speed™ Scanning, exceptional image quality with dual feeder capabilities, and the ability to handle all document types at the right-speed, requiring only minimal document prep while eliminating multiple scanning devices.
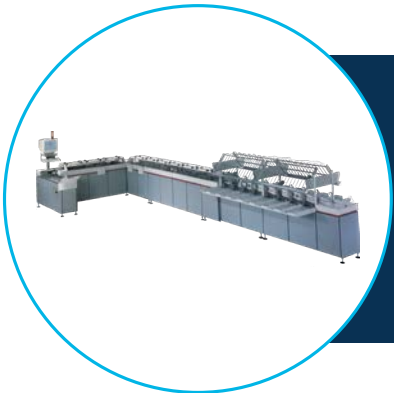
## Mail Matrix®

Using wireless robotic vehicles called iBOTs®, Mail Matrix® sorter distributes a wide variety of mail into a convenient array of delivery bins in a single pass.

## Model 72™

The Model 72™ envelope and ballot opener and extractor is designed to improve extraction throughput, while significantly reducing the amount of labor needed.

## MPS 40™

The MPS 40 modular high-speed letter sorter processes up to 40,000 envelopes per hour. Designed for versatility and speed, the MPS 40 system sorts mail.

## OMATION® Model 306™

The OMATION® Model 306™ envelope opener, sets a new standard for high-volume mail processing operating at a rate of speed up to 40,000 envelopes per hour.

## OMATION® Model 306s™

The OMATION 306s envelope opener with sorting capabilities is designed for high-volume mail processing operating at a rate of speed up to 40,000 envelopes per hour. Envelopes can be sorted to two locations based on programmable criteria such as thickness, length, and height.

## OMATION® Series 210™

The Series 210™ Envelopener® brand is a compact tabletop unit ideal for operations opening between 200 and 2000 pieces per day.

## OMATION® Series 410™

The OMATION® Series 410™ Envelopener® offers the performance and features found in a high-end envelope opener but ideal for mid-sized incoming mail operations.

# SOFTWARE

## // WA SOFTWARE

*This section includes approved images of current OPEX® software with a brief description. To obtain these images and additional media, contact group_marketing@opex.com.*

### CORTEX™ Platform

The "brains of the operation," Cortex™ software is designed to make the most of your warehouse automation systems. Cortex utilizes color coordinated pick-to-light, order progress indicators, large touch screen display and overhead illumination of the cell to ensure accurate order fulfillment.

### Remote Performance Monitor (RPM®)

RPM is a cloud-based performance monitoring platform that gathers, consolidates, and displays operational data using powerful interactive visualizations.

# // DMA SOFTWARE

*This section includes approved images of current OPEX® software with a brief description. To obtain these images and additional media, contact group_marketing@opex.com.*

## CertainScan®

CertainScan® software automates many traditional document preparation activities, including eliminating patch sheets, classifying documents, creating indexes, editing batches, and much more!

## CertainScan® Edit

CertainScan Edit is an optional module in CertainScan software that allows you to suspend batches during or after scanning.

## CertainScan® Transform™

CertainScan Transform™ is a configurable utility that provides OPEX-standard output files or custom metadata. CertainScan Transform provides a solution to map your specific workflow.

## Insight™

Insight is performance monitoring software for mailroom and scanning operations.

## ProcessLink

ProcessLink is an interface that allows a third-party plug-in to interact with a batch produced by an OPEX scanner.

# STATIONERY

## // STATIONERY

*To obtain any of the company branded templates, contact your Manager or Group Marketing. All Domestic business cards must be ordered through OPEX Literature Requests. Please contact LiteratureRequests@ opex.com with your information and requested quantity.*

### Business Cards

You might think of corporate branding as a billboard on Times Square or a Super Bowl TV spot. In fact, every single interaction with our company is a brand event. For example, one of the first and perhaps most important interactions that someone has with our brand is the exchange of a business card.

### DOMESTIC BACK



### DOMESTIC FRONT – CORPORATE

## DOMESTIC FRONT – WA

**Name Surname**
Job Title
WAREHOUSE AUTOMATION

**OPEX**®

123.456.7890 ext 1234
123.456.7890 cell

name@opex.com
www.opex.com

305 Commerce Drive
Moorestown, NJ 08057-4234

## DOMESTIC FRONT – DMA

**Name Surname**
Job Title
DOCUMENT & MAIL AUTOMATION

**OPEX**®

123.456.7890 ext 1234
123.456.7890 cell

name@opex.com
www.opex.com

305 Commerce Drive
Moorestown, NJ 08057-4234

## INTERNATIONAL BACK

NEXT GENERATION
AUTOMATION

## INTERNATIONAL FRONT – CORPORATE

**OPEX**®

**Name Surname**
Job title

+44 1234 567 891 Ext. 1234
+44 7764 205478 mobile

name@opex.com
www.opex.com

OPEX Business Machines GMBH
29/32 Queensbrook
Bolton Technology Exchange
Spa Road, Bolton BL1 4AY
United Kingdom

## INTERNATIONAL FRONT – WA

**OPEX**®

**Name Surname**
Job title
WAREHOUSE AUTOMATION

+44 1234 567 891 Ext. 1234
+44 7764 205478 mobile

name@opex.com
www.warehouseautomation.com

OPEX Business Machines GMBH
29/32 Queensbrook
Bolton Technology Exchange
Spa Road, Bolton BL1 4AY
United Kingdom

## INTERNATIONAL FRONT – DMA

**OPEX**®

**Name Surname**
Job title
DOCUMENT & MAIL AUTOMATION

+44 1234 567 891 Ext. 1234
+44 7764 205478 mobile

name@opex.com
www.digitiseyourdocuments.co.uk

OPEX Business Machines GMBH
29/32 Queensbrook
Bolton Technology Exchange
Spa Road, Bolton BL1 4AY
United Kingdom

## Letterhead

Letterheads and notecards are also available for company use. It is important for us to maintain brand consistency with all paper collateral. We have set up a standard format paper size letterhead as well as an A4 format. There are letterhead templates for the US, UK, IE, FR, DE, CH, and AU.

*To obtain a copy of the letterhead and/or notecards, contact group_marketing@opex.com.*

## LETTERHEAD WITH DOMESTIC FOOTER

# INTERNATIONAL LETTERHEAD FOOTERS

## UK

**OPEX Business Machines GmbH**

**UK Registered Office:**
29/32 Queensbrook
Bolton Technology Exchange
Spa Road
Bolton, BL1 4AY
United Kingdom

**Registered Seat of the Company:**
c/o Obergrundstrasse 61
Lucerne 6003
Switzerland

**A Swiss limited liability company:**
CHE-161.325.822 (Commercial Register, Canton Lucerne)

**Registered in England:**
FC036002 (Company No.);
BR021088 (UK Establishment No.)

## ROI

**OPEX Business Machines GmbH**
*A Swiss company with limited liability*

**Place of Registration in Ireland:**
c/o 104 Lower Baggot Street
Dublin 2
Republic of Ireland

**CRO Ireland, External Company No:.**
908413

**Registered Seat of the Company:**
Lucerne, Switzerland

**Commercial Register of the Canton of Lucerne:**
CHE-161.325.822

## DE EN

**OPEX Business Machines GmbH (Schweiz)**
Auf der Lug 8
71726 Benningen Am Neckar
Germany

**Managing Directors:**
Albert Stevens,
David Stevens, Mark Stevens

**Registered Seat of the Company:**
Luzern, Switzerland

**Handelsregister of the Canton of Luzern:**
CHE-161.325.822

**Seat of the Branch Office:**
Benningen am Neckar

**Handelsregister AG Stuttgart:**
HRB 775207

**VAT-ID No.:**
DE335931682

## DE

**OPEX Business Machines GmbH (Schweiz)**
Auf der Lug 8
71726 Benningen Am Neckar
Germany

**Geschäftsführer:**
Albert Stevens,
David Stevens, Mark Stevens

**Sitz der Gesellschaft:**
Luzern, Switzerland

**Handelsregister Kanton Luzern:**
CHE-161.325.822

**Sitz der Zweigniederlassung:**
Benningen am Neckar

**Handelsregister AG Stuttgart:**
HRB 775207

**Ust.-ID-NR.:**
DE335931682

## FR EN

**OPEX Business Machines GmbH**

**France Registered Office:**
Les Fjords – Bâtiment Vega
19, avenue de Norvège
ZA de Courtaboeuf
91140 Villebon-sur-Yvette
France

**Head Office:**
c/o Obergrundstrasse 61
Lucerne 6003
Switzerland

**A Swiss limited liability company:**
CHE-161.325.822 (Commercial Registry, Canton Lucerne)

**Registered in France:**
FC036002 (Company No.);
SIREN: 888 657 566 (R.C.S. Evry)

## FR

**OPEX Business Machines GmbH**

**Succursale en France:**
Les Fjords – Bâtiment Vega
19, avenue de Norvège
ZA de Courtaboeuf
91140 Villebon-sur-Yvette
France

**Siège social:**
A/S Obergrundstrasse 61
Lucerne 6003
Suisse

**Société suisse à responsabilité limitée:**
CHE-161.325.822
(RCS Canton de Lucerne)

**Immatriculée en France:**
SIREN 888 657 566 (RCS Evry)

## CH

**OPEX Business Machines GmbH**
p. Adr. Obergrundstrasse 61
6003 Luzern
Schweiz

**Geschäftsführer:**
Albert Stevens, David Stevens, Mark Stevens

**Sitz der Gesellschaft:**

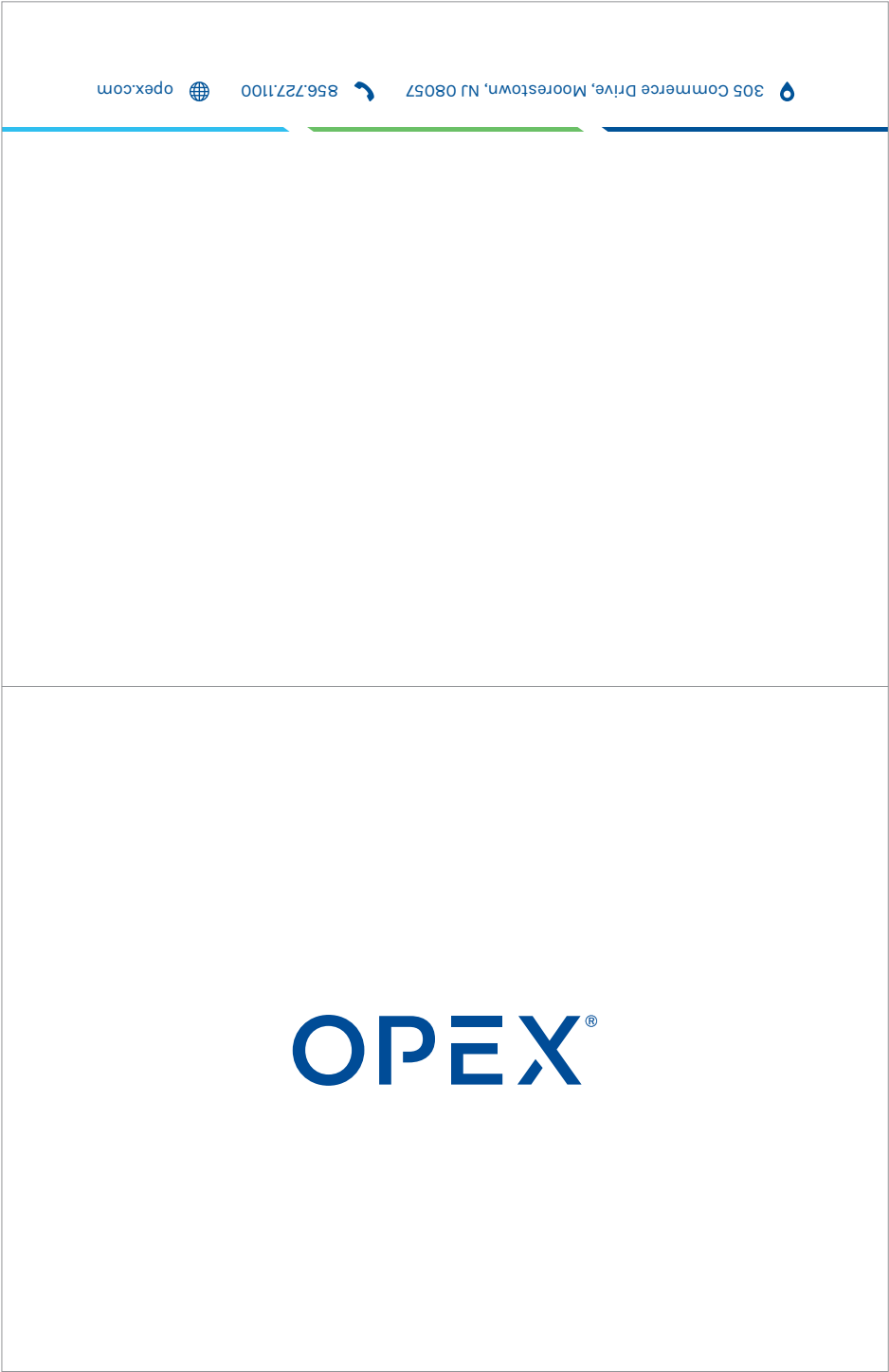**Handelsregister Kanton Luzern:**
CHE-161.325.822

## AU

**OPEX Business Machines Pty Ltd**

2.13/14-16 Lexington Drive
Bella Vista, NSW 2153
Australia

ACN: 604 218 546

# NOTECARD WITH DOMESTIC FOOTER

*To obtain notecards, contact group_marketing@opex.com.*

305 Commerce Drive, Moorestown, NJ 08057    856.727.1100    opex.com

**OPEX**®

## Email Signatures

*Please contact group_marketing@opex.com for your the template and instructions on how to add to your email signature.*

Similar to paper stationeries, digital stationeries, like emails, are important for us to maintain brand consistency. We have set up a standard format for email signatures, see below for samples.  There are corporate, WA and DMA signatures for the US, UK, ROI, FR, DE, CH, and AU.

**All signature templates can be used with or without the logo.**

**Signatures can include opex.com or country specific website URL.**

## DOMESTIC CORPORATE

Kind regards,

**First name Last name**
Job title

**Tel:** +1.856.727.1100    **Mobile:** +1.000.000.0000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX**®

Follow us: LinkedIn | Twitter | Facebook | YouTube

## DOMESTIC CORPORATE NO LOGO

Kind regards,

**First name Last name**
Job title

**Tel:** +1.856.727.1100    **Mobile:** +1.000.000.0000
**Email:** yourname@opex.com    **www.opex.com**

Follow us: LinkedIn | Twitter | Facebook | YouTube

## DOMESTIC WA

Kind regards,

**First name Last name**
Job title
**WAREHOUSE AUTOMATION**

**Tel:** +1.856.727.1100    **Mobile:** +1.000.000.0000
**Email:** yourname@opex.com    **warehouseautomation.com**

**OPEX**®

Follow us: LinkedIn | Twitter | Facebook | YouTube

## DOMESTIC DMA

Kind regards,

**First name Last name**
Job title
**DOCUMENT & MAIL AUTOMATION**

**Tel:** +1.856.727.1100    **Mobile:** +1.000.000.0000
**Email:** yourname@opex.com    **digitizeyourdocuments.com**

**OPEX**®

Follow us: LinkedIn | Twitter | Facebook | YouTube

## UK CORPORATE

Kind regards,

**First name Last name**
Job title

**Tel:** +44 1204 388838   **Mobile:** +44 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GMBH**
29/32 Queensbrook, Bolton Technology Exchange, Spa Road, Bolton BL1 4AY, United Kingdom

**OPEX**®

Follow us: LinkedIn | Twitter | Facebook | YouTube

A Swiss limited liability company: CHE-161.325.822 (Commercial Register, Canton Lucerne). Registered in England: FC036002 (Company No.);
BR021088 (UK Establishment No.). Registered Seat of the Company: c/o Obergrundstrasse 61, Lucerne 6003, Switzerland.

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## UK WA

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Job title
**WAREHOUSE AUTOMATION**

**Tel:** +44 1204 388838   **Mobile:** +44 0000 000000
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## ROI CORPORATE

Kind regards,

**First name Last name**
Job title

**Tel:** +353 1 xxx xxxx    **Mobile:** +44 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines GMBH**
c/o 104 Lower Baggot Street, Dublin 2, Republic of Ireland

# OPEX®

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A Swiss limited liability company. CRO Ireland, External Company No.: 908413.
Registered Seat of the Company: Lucerne, Switzerland. Commercial Register of the Canton of Lucerne: CHE-161.325.822.


## ROI CORPORATE NO LOGO

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# ROI WA

Kind regards,

**First name Last name**
Job title
**WAREHOUSE AUTOMATION**

**Tel:** +353 1 xxx xxxx   **Mobile:** +44 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GMBH**
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# ROI DMA

Kind regards,

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**Tel:** +353 1 xxx xxxx   **Mobile:** +44 0000 000000
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A Swiss limited liability company. CRO Ireland, External Company No.: 908413.
Registered Seat of the Company: Lucerne, Switzerland. Commercial Register of the Canton of Lucerne: CHE-161.325.822.

## FR CORPORATE

Kind regards,

**Prénom Nom**
Poste occupé

**Tél :** +33 1 xx xx xx xx   **Mobile :** +44 0000 000000
**Email :** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH**
Les Fjords – Bâtiment Vega, 19, avenue de Norvège, ZA de Courtaboeuf, 91140 Villebon-sur-Yvette, France

# OPEX®

Suivez nous: LinkedIn | Twitter | Facebook | YouTube

Société suisse à responsabilité limitée: CHE-161.325.822 (RCS Canton de Lucerne). Siège social: A/S Obergrundstrasse 61, Lucerne 6003, Suisse.
Immatriculée en France: SIREN: 888 657 566 (RCS Evry).

## FR CORPORATE NO LOGO

Kind regards,

**Prénom Nom**
Poste occupé

**Tél :** +33 1 xx xx xx xx   **Mobile :** +44 0000 000000
**Email :** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH**
Les Fjords – Bâtiment Vega, 19, avenue de Norvège, ZA de Courtaboeuf, 91140 Villebon-sur-Yvette, France

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Immatriculée en France: SIREN: 888 657 566 (RCS Evry).

## FR WA

Kind regards,

**Prénom Nom**
Poste occupé
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**Email :** yourname@opex.com   **www.opex.com**

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Immatriculée en France: SIREN: 888 657 566 (RCS Evry).

## DE CORPORATE

Kind regards,

**Vername Nachname**
Ihre Berufsbezeichnung

**Tel:** +49 221 29919800   **Mobile:** +00 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH (Schweiz)**
Auf der Lug 8, 71726 Benningen Am Neckar, Deutschland

## OPEX®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geschäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelregister Kanton Luzern: CHE-161.325.822. Sitz der Zweigniederlassung: Benningen am Neckar.
Handelregister AG Stuttgart: HRB 775207. Ust.-ID-NR.: DE335931682.


## DE CORPORATE NO LOGO

Kind regards,

**Vername Nachname**
Ihre Berufsbezeichnung

**Tel:** +49 221 29919800   **Mobile:** +00 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH (Schweiz)**
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Handelregister AG Stuttgart: HRB 775207. Ust.-ID-NR.: DE335931682.

## DE WA

Kind regards,

**Vername Nachname**
Ihre Berufsbezeichnung
**WAREHOUSE AUTOMATION**

**Tel:** +49 221 29919800    **Mobile:** +00 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines GmbH (Schweiz)**
Auf der Lug 8, 71726 Benningen Am Neckar, Deutschland

**OPEX**®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geschäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelsregister Kanton Luzern: CHE-161.325.822. Sitz der Zweigniederlassung: Benningen am Neckar.
Handelsregister AG Stuttgart: HRB 775207. Ust.-ID-NR.: DE335931682.

## DE DMA

Kind regards,

**Vername Nachname**
Ihre Berufsbezeichnung
**DOCUMENT & MAIL AUTOMATION**

**Tel:** +49 221 29919800    **Mobile:** +00 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines GmbH (Schweiz)**
Auf der Lug 8, 71726 Benningen Am Neckar, Deutschland

**OPEX**®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

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Handelsregister Kanton Luzern: CHE-161.325.822. Sitz der Zweigniederlassung: Benningen am Neckar.
Handelsregister AG Stuttgart: HRB 775207. Ust.-ID-NR.: DE335931682.

## CH CORPORATE

Kind regards,

**First Name Last name**
Job title

**Tel:** +41 00 000 0000   **Mobile:** +41 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH**
p. Adr. Obergrundstrasse 61, 6003 Luzern, Schweiz

**OPEX**®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geshäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelsregister Kanton Luzern: CHE-161.325.822.


## CH CORPORATE NO LOGO

Kind regards,

**First Name Last name**
Job title

**Tel:** +41 00 000 0000   **Mobile:** +41 0000 000000
**Email:** yourname@opex.com   **www.opex.com**

**OPEX Business Machines GmbH**
p. Adr. Obergrundstrasse 61, 6003 Luzern, Schweiz

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geshäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelsregister Kanton Luzern: CHE-161.325.822.

# CH WA

Kind regards,

**First Name Last name**
Job title
**WAREHOUSE AUTOMATION**

**Tel:** +41 00 000 0000    **Mobile:** +41 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines GmbH**
p. Adr. Obergrundstrasse 61, 6003 Luzern, Schweiz

# OPEX®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geshäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelregister Kanton Luzern: CHE-161.325.822.

# CH DMA

Kind regards,

**First Name Last name**
Job title
**DOCUMENT & MAIL AUTOMATION**

**Tel:** +41 00 000 0000    **Mobile:** +41 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines GmbH**
p. Adr. Obergrundstrasse 61, 6003 Luzern, Schweiz

# OPEX®

Folge uns: LinkedIn | Twitter | Facebook | YouTube

Geshäftsführer: Albert Stevens, David Stevens, Mark Stevens. Sitz der Gesellschaft: Luzern, Schweiz.
Handelregister Kanton Luzern: CHE-161.325.822.

## AU CORPORATE

Kind regards,

**First Name Last name**
Job title

**Tel:** +61 404 65 1100    **Mobile:** +61 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines Pty Ltd**
2.13/14-16 Lexington Drive, Bella Vista, NSW 2153 Australia

## OPEX®

Follow us: LinkedIn | Twitter | Facebook | YouTube

ACN: 604 218 546.



## AU CORPORATE NO LOGO

Kind regards,

**First Name Last name**
Job title

**Tel:** +61 404 65 1100    **Mobile:** +61 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines Pty Ltd**
2.13/14-16 Lexington Drive, Bella Vista, NSW 2153 Australia

Follow us: LinkedIn | Twitter | Facebook | YouTube

ACN: 604 218 546.

## AU WA

Kind regards,

**First Name Last name**
Job title
**WAREHOUSE AUTOMATION**

**Tel:** +61 404 65 1100    **Mobile:** +61 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines Pty Ltd**
2.13/14-16 Lexington Drive, Bella Vista, NSW 2153 Australia

# OPEX®

Follow us: LinkedIn | Twitter | Facebook | YouTube

ACN: 604 218 546.


## AU DMA

Kind regards,

**First Name Last name**
Job title
**DOCUMENT & MAIL AUTOMATION**

**Tel:** +61 404 65 1100    **Mobile:** +61 0000 000000
**Email:** yourname@opex.com    **www.opex.com**

**OPEX Business Machines Pty Ltd**
2.13/14-16 Lexington Drive, Bella Vista, NSW 2153 Australia

# OPEX®

Follow us: LinkedIn | Twitter | Facebook | YouTube

ACN: 604 218 546.

# CO-BRANDING

## // CO-BRANDING

*The OPEX® brand is our most valuable asset. Our brand can strategically help our partners grow as well. These guidelines outline recommended co-branding practices and provide detailed direction on how to best use the company's marketing materials. All final co-branded materials should be submitted to group_marketing@ opex.com for brand review and approval before they are executed.*

Using two brands together symbolizes partnership and a commitment to provide the market with an enhanced product or service. Each brand represents a set of promises that people associate with the respective company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, which would cause confusion in the market or, more importantly, with the end customer.
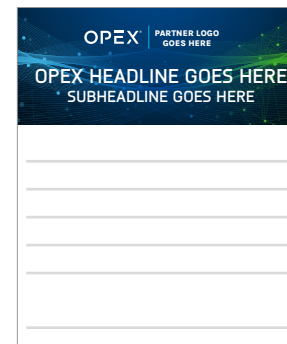
### OPEX Dominant Co-Branding

OPEX dominant communications means that our brand drives the customer experience and designs will heavily rely on the OPEX brand for look and feel.

### OPEX DOMINANT EMAIL HEADER



### OPEX DOMINANT COLLATERAL

## Partner Dominant Co-Branding

When a partner company drives the communication experience, their brand will be featured more prominetly and designs will rely on their brand look and feel. At the same time, it's important to protect and appropriately display the OPEX logo.

### PARTNER DOMINANT EMAIL HEADER

### PARTNER DOMINANT COLLATERAL
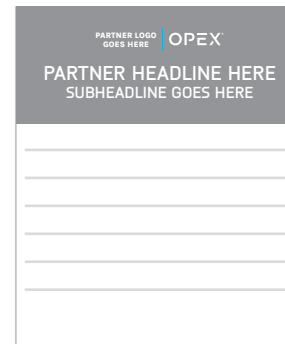
## Other Partnership Co-Branding

In some cases not all partnerships have clear brand dominance. If you have questions regarding how to best represent an unclear cobranding scenario, please contact: Group_Marketing@opex.com

Many partner and alliance co-branding instances will require placing the OPEX logo side-by-side with another company's logo in a "lockup" format. Each logo should be sized to be optically equal. The left position of the lockup indicates brand dominance in brand-neutral environments. When placed horizontally, a partner logo must match the height of the letter "O" in the OPEX logo.

### CO–BRANDING LOGO RATIO, PLACING & SPACING

**//** OPEX Marketing handles all high-level corporate communication, including brochures, signage, and other public-facing materials. If you have any questions, please contact GROUP_MARKETING@OPEX.COM

GLOSSARY

# A

**access control** is a feature of the RPM® warehouse automation software that offers full control to the access
settings for each user.

**accounts payable (AP)** should, on most, occasions, be spelled out.

**accounts receivable (AR)** should, on most occasions, be spelled out.

**active directory** is a feature of the CertainScan® software that easily allows device access,
permissions, and network security to be managed.

**alternate vs. alternative**

**Alternate** is used primarily as an adjective meaning a secondary option. **Alternative** is used primarily as a noun
meaning something that can be chosen instead of a previously mentioned option.

    e.g., a feasible **alternative**

        an **alternate** proposal

**a.m.** is preferred to "AM," "A.M.," or "am." (See **p.m.**)

**AP (accounts payable)** should, on most occasions, be spelled out.

**APAC** is Asia Pacific.

**AR (accounts receivable)** should, on most occasions, be spelled out.

**AS/RS (Automatic Storage and Retrieval System)** are warehouse automation systems that retrieve goods from
set storage locations.

**auto-jogger** is a feature of the Model 72™ where each envelope is auto-jogged to shift contents away from
both cut edges to protect contents during opening.

**automated email reports** are a feature of the RPM warehouse automation software that provide performance
details of a system.

**automatic mixed-mail feeder** is a feature of the Mail Matrix® that allows mail to be fed into the drop feeder
without pre-sorting.

**Autostore** is a competitor of our warehouse automation business.


# B

**barcode printer** is a feature of the Falcon® STS that applies barcodes, sequence numbers, and delivery
instructions to mail pieces.

**batch** is a group or set of documents produced at one time.

**batching** is a document and mail automation feature that allows items to be grouped together.

**bottom-line** *adj* is hyphenated as an adjective, but not as a noun; precedent for **top line** and **top-line**.

    e.g., OPEX® will improve bottom-line results.

        OPEX will improve the bottom line.

**brand book** The brand book is our guide that highlights key graphic tools and corporate communication
standards according to OPEX's unified image towards the world. Reference the brand book for email
signatures, business cards, letterheads, product logos, communications on social media platforms,
conferences, trade shows, and customer sites.

**brand-name** *adj* is hyphenated as an adjective, but not as a noun. It is incorrect to use "name brand."

    e.g., OPEX features brand-name products.

        OPEX has copyrighted many brand names.

**breakeven** is one word as an adjective or noun, but two words when used as a verb.

    e.g., The breakeven point will be reached in Year One.

        Breakeven will be reached in Year One.

        The program will break even in Year One.

**build out** is two words when used as a noun or verb but is hyphenated as an adjective.

> e.g., OPEX has estimated the cost of the build out.
>> OPEX will build out the warehouse.
>> The build-out team will tour the facility.

**buyback** is one word when used as a noun or an adjective, but two words when used as a verb.

> e.g., OPEX has purchased the equipment as a buyback.
>> OPEX and its client have a buyback agreement.
>> The client will buy back the items at the end of the term.


# C

**CertainScan®** is a suite of software modules that run on OPEX scanners.

**CertainScan® 5.5** is a version of the CertainScan software for OPEX scanners.

**CertainScan® 6.0** is a version of the CertainScan software for OPEX scanners.

**CertainScan® Edit** is an optional module in CertainScan software that can edit live batches during or post-scanning.

**CertainScan® Monitor** is an optional module in CertainScan software that can view the status of batches being scanned, edited, and transformed.

**CertainScan® ProcessLink™** is an optional module in CertainScan software that allows third-party plug-ins to interact with batches produced on OPEX scanners.

**CertainScan® Transform™** is an optional module of the CertainScan software that can map workflows.

**checklist** is a list, things, or points required to be done.

**COG** (**cost of goods**) is the carrying value of goods sold during a specific period.

**colors** (see **official colors**.)

**complement** vs. **compliment** These words are not interchangeable. To **complement** is to complete or fit with something. To **compliment** is to say something nice or to offer something for free. A complementary beverage is one that suits the meal; a complimentary beverage is a beverage provided at no additional cost.

**comprise** means contains, and you should be able to substitute "contains."

> e.g., The zoo comprises animals.

**Communications** is the group that fields customer service calls to tech support.

**condensed size** is a feature of the iBOT.

**consumer price index** (**CPI**) is a measure of the average change over time in the prices paid by consumers for goods and services.

**convenient cloud dashboard** is secure cloud-based technology that makes warehouse automation data available on the RPM website.

**co-pay** is an abbreviated form of copayment. It is a fixed amount for an insurance covered service paid for by a patient of the provided service.

**co-payment** is a fixed amount for an insurance covered service paid for by a patient of the provided service.

**corporate identity** is the set of guidelines governing appropriate use of OPEX and **LOB** logos. It is directed by **marketing** and is available through group_marketing@OPEX.com.

**CORTEX™** is a warehouse automation software platform for Perfect Pick and Perfect Pick HD.

**cost-efficient** *adj*

> e.g., OPEX operations are cost efficient.
>> OPEX runs cost-efficient operations.

**cost of goods** (**COG**) is the amount spent on inventory in a retail operation.

**cost-plus** relating to or denoting a method of pricing a service or product in which a fixed profit factor is added to the costs.

**Council of Supply Chain Management Professionals (CSCMP)** is an industry association for warehouse automation focused on supply chain management.

**cross-** is used to form several hyphenated compounds, including "cross-train" and "cross-sell."

**cross-docking (or dock-to-dock)** is a logistics strategy where cargo from an incoming carrier is loaded onto an outgoing carrier.

**CSCMP (Council of Supply Chain Management Professionals)** is an industry association for warehouse automation focused on supply chain management.

**cut depth adjustment knob** is an OMATION feature that accommodates the opening of various types of mail by adjusting the cut-depth of the opener.

# D

**dialogue** is preferred to "dialog."

**diagnostics** is a feature of the RPM® warehouse automation software that provides alerts for conditions exceeding pre-defined thresholds.

**digital envelope counter** is a view counter that tracks how many envelopes have been opened.

**digital mail** is a hybrid mail and scanning process that digitally converts and delivers incoming mail.

**digital mailroom** is a solution offered by OPEX to convert physical mail into digital mail.

**digitizeyourdocuments.com** is our document and mail automation external website.

**digitizeyourdocuments.co.uk** is our UK document and mail automation website.

**digitiseyourdocuments.com.au** is our Australian document and mail automation website.

**digitizeyourdocuments.de** is our German document and mail automation website.

**digitizeyourdocuments.fr** is our French document and mail automation website.

**direct-mail** *adj* is hyphenated as an adjective, but not as a noun.

> e.g., OPEX uses several direct-mail programs.
>> OPEX uses direct mail frequently.
>
> Though occasionally "direct mail" is used as a verb, substitute "mail."
>
> e.g., OPEX direct mails promotions to your customers.
>> OPEX mails promotions directly to your customers.

**disaster recovery plan** is the set of actions that will be taken in the event of an earthquake, hurricane, tornado, etc., at an OPEX facility.

**downtime** is time a machine or system is not functioning or stopped due to service issue.

**Dun & Bradstreet** is an American company that provides commercial data, analytics, and insights for businesses.

# E

**Eagle™** is a mail opening, extracting, and scanning machine.

**ecommerce** are commercial transactions conducted electronically on the internet.

**ecommerce fulfillment** is the process behind getting an online order delivered to a customer.

**e.g.,** is the abbreviation for "exempli gratia," which is Latin for "for example." It should always be followed by a comma. (See **i.e.,** for usage.)

**email** is a message distributed electronically from one computer to one or more recipients. It is one word without a hyphen.

**EMEA** is Europe, Middle East, and Africa.

**employee handbook** includes company background information, policies, disclaimers, and statements required by the government. The topics included in the employee handbook should cover the employer's mission statement, equal employment opportunity statement, contractual disclaimer and

at-will employment statement, purpose of the employee handbook, and background information on the company.

**ERP** (**Enterprise Resource Planning)**

**empty envelope verification** is a feature of the Model 72™ that confirms everything is removed from a ballot return envelope.

**enhanced multi-feed detect** is a feature of the Falcon scanners that uses seven Ultrasonic Multi-Feed Detectors (MFDs) to recognize double feeds, sticky notes, and turned corners.

**ensure** vs. **assure** vs. **insure** These words are not interchangeable. **Ensure** means to make sure/certain. When used correctly, the phrase "make certain" can be substituted for **ensure** with no loss of meaning. **Insure** refers to insurance coverage. **Assure** means to promise.

    e.g., OPEX assures you that we will ensure your Perfect Pick®'s security and will insure
    the equipment for $1 million.

**ever-changing** is hyphenated as an adjective, but not when used as part of a verb phrase.

    e.g., OPEX will adjust to ever-changing conditions.
        Conditions are ever changing in eCommerce.

**every day** vs. **everyday** These words are not interchangeable. **Everyday** means daily in the sense of ordinary or normal. When "each day" can be substituted with no change in meaning, **every day** should be used.

    e.g., Workers' everyday uniforms differ by job function.
        Workers wear a clean uniform every day.

**execute** Beware of this word. Condemned prisoners are executed. In most other contexts, use "implemented" or another synonym.

**Exotec** is a French based competitor of our warehouse automation business.

# F

**Falcon+**® is a document scanner with three sort bins.

**Falcon+**® **RED**™ is an out-of-the-envelope document scanner with three sort bins.

**Falcon**® **STS** is a platform that scans, sorts, and tracks mail using the STS and RED systems.

**FalconV+** is a document scanner with five sort bins.

**FalconV+ RED**™ is an out-of-the-envelope document scanner with five sort bins.

**FIFO (first in, first out)** describes OPEX's inventory control policy. FIFO is a method in which inventory that is accumulated first is sold first.

**file encryption** is a feature of CertainScan® software that allows data to be encrypted.

**first-class** *adj*

    e.g., OPEX training is first class.
        OPEX offers its employees first-class training.

**first in, first out** (**FIFO**) describes OPEX's inventory control policy. FIFO is a method in which inventory that is accumulated first is sold first.

**first reference** Items receiving **trademark**, **service mark**, and **registered symbols** receive them only on **first reference** to the items. Subsequent references omit the symbols.

    (See OPEX Brand Book: OPEX Trademarks)

**fiscal year format (FY)** Fiscal years should have the complete four-digit number for the beginning year and should omit the first two digits from the ending year number (if and only if they are the same as the beginning year).

**follow-up** is hyphenated as an adjective or a noun but is two words as a verb.

    e.g., I will **follow up** by calling and completing the **follow-up** contact form.
        I think follow-up is crucial.

**fonts** are a key element in OPEX's brand identity and are to be used consistently according to the brand book. (See OPEX Brand Book: Official Primary & Secondary Colors.)

*FORTUNE* is an American multinational business magazine.

*FORTUNE* **500** is an annual list of the five hundred most profitable US industrial corporations.

**from… to** This expression is a red flag that a false range may be present. The **from… to** construction should be used primarily in reference to an actual range, be it time, distance, etc.
> e.g., from Monday to Wednesday; from here to there
>> It may also be used in metaphorical ranges, which is how it appears most often in OPEX proposals.
> e.g., from purchasing (of raw materials) to install (of finished goods)
>> from prepping to scanning (start to finish)
>> A false range has no relationship to an actual or metaphorical range.
> e.g., from pharmaceuticals to retail; from banks to insurance companies

**FTE** (**full-time equivalent** or **employee**) is an employee employed for at least 40 hours of service each week.

**FY (fiscal year format)** is acceptable in charts, but not in body copy. In tables and charts, it is acceptable to present both the beginning calendar year and the ending calendar year using two digits, so long as context avoids confusion. Note that when only the last two digits are used to refer to a year, an apostrophe (not a quotation mark or a prime sign) is used to indicate that material has been omitted.
> e.g., 2002–03 (always acceptable)
>> '02–'03 (acceptable in headings of tables, not in body copy)
>> 1999–2000
>> Not 2002–2003 or '02–'03

# G

**Gemini™** is a document scanner with five sort bins that uses Right-Speed™ Scanning.

**goods-to-person** is when the system brings goods to the person operating the system.

# H

**hands-on** *adj* is hyphenated as an adjective.
> e.g., OPEX is committed to hands-on involvement.
>> Employees should keep their hands on the table.

**HDA (Healthcare Distribution Alliance)** is an industry association for warehouse automation focused on healthcare.

**he/she/they** is preferred to "he or she." If beginning a sentence, both get initial caps (He/She/They).

**Healthcare** is an industry on both lines of business that we serve

**Healthcare Distribution Alliance (HDA)** is an industry association for warehouse automation focused on healthcare.

**Healthy Elections – Stanford & MIT Election Lab** industry association for document and mail automation focused on elections.

**high-speed inkjet printer** is a feature of the OMATION Series 306.

**high-volume document scanning** is a solution offered by OPEX to streamline document scanning.

**him/her/they** is preferred to "him or her."

**his/hers/theirs** is preferred to "his or hers."

**HR** (**human resources**) should, in most cases, be spelled out. Human resources is not hyphenated and is only capitalized when used in a title. It is also always plural.

**human resources (HR)** is not hyphenated and only capitalized when used in a title. It is also always plural and should be spelled out in text.

# I

**iBOT®** is a robotic vehicle used to transport mail, flats, parcels, and inventory.

**iBOT® technology** is a feature of the Perfect Pick, Perfect Pick HD, Sure Sort, and Mail Matrix that uses iBOT robots to sort and deliver inventory or mail.

**IBML** is a competitor of our document and mail automation business.

**i.e.,** is the abbreviation for "id est," which is Latin for "that is." Use within parentheses and always with a comma. Phrases following **i.e.,** should clarify the original statement, as opposed to merely listing examples. If a list exhausts the possibilities, it requires the use of **i.e.,** not **e.g.,**.

> e.g., Major changes will be made when the café is not open for service (i.e., Saturdays, Sundays, and holidays).

**image capture system** is a feature of the Mail Matrix that uses Multi-Line Optical Character Recognition (MLOCR) to read addresses and compare them to a company directory.

**image export module (IEM)** is a feature of the Eagle that allows real-time decisions to be made and used in sort criteria.

**in-depth** *adj* is hyphenated as an adjective, but not when used as a predicate phrase.

> e.g., OPEX will conduct an in-depth study.
> > OPEX will study the issue in depth.

**Infinity™** is a goods-to-person warehouse automation system.

**information technology** should not be shortened to **IT** in text, nor capitalized.

**inkjet printer** is a feature of the OMATION Series 410 that prints date and time audit trails and unique sequence numbers for mail.

**Insure** (See **ensure**.)

**Insight™** is performance monitoring software for mailroom and scanning products.

**internet** is a global computer network that provides a variety of information and communication facilities and consists of interconnected networks using standardized communication protocols.

**intranet** is a local, private, or restricted communications network created using the web.

**-ish** should not be used as a suffix.

**IT** should be spelled out as **information technology** in text.

# J

# K

**k** is an abbreviation for thousand and should not be used in text but can be used in callouts.

**key performance indicator (KPI)** is a type of performance measurement evaluating the success of an organization, employee, or activity.

**Knapp** is a competitor of our warehouse automation business.

**Kodak Alaris** is a competitor of our document and mail automation business.

**KPI (key performance indicator)** is a type of performance measurement evaluating the success of an organization, employee, or activity.

# L

**line(s) of business (LOB)** OPEX is structured according to the different products offered. Each type of product is called a **line of business**.

**long-term** *adj*

        e.g., Subsidy reduction is a long-term goal.

            Subsidy reduction is our goal for the long term.

**-ly** Words ending in **-ly** and adjectives following them are never joined by a hyphen

        e.g., newly hired; freshly baked


# M

**M** and **MM** are an abbreviation for million and should not be used in text but can be used in callouts.

**Mail Matrix**® is a mail sorting array that uses iBOTs.

**mail opening automation** is our solution to mass open envelopes.

**manhours** is acceptable, though **workhours** is preferred.

**mail sorting** is our solution to manually sorting high volumes of mail.

**Marketing Communications (Marcom)** is the group responsible for internal and external communication regarding OPEX and its programs and brands.

**Material Handling** is the former name of the Warehouse Automation LOB.

**material safety data sheets** (**MSDS**) refers to the list of instructions for proper handling, disposal, and other procedures for working with hazardous substances (e.g., paint, cleaning products).

**memory verifier unit** is a feature of the Model 72 that ensures all envelope contents are extracted prior to the envelope being discarded.

**merchandise** is both a noun and a verb.

        e.g., OPEX machines sort an array of merchandise.

            OPEX merchandises creatively to drive sales.

**MHI** is an industry association for warehouse automation.

**micro fulfillment centers** are centers that allows companies to move fulfillment closer to customers.

**milling cutting** is a process involving a device that has a smaller cut depth which reduces the potential of cutting envelope contents while maintaining security.

**Minority-/Woman-/Disadvantaged Business Enterprise** (**M/W/DBE**) is a program and certification that aims to make communities and economic development more inclusive.

**Minority-/Woman-Owned Business Enterprise** (**M/WBE**) is a state certification that identifies minority and/or women owned businesses or enterprises.

**MLOCR (multi-line optical character recognition)** is a document and mail automation system that allows addresses to be read and compared to a company's directory.

**Model 72™** is an envelope and election ballot opener and extractor.

**Model 72™ Envelope Opener and Contents Extractor** is how the Model 72 is referred to when used as a solution for mail opening.

**Model 72™ Rapid Ballot Extraction Desk** is how the Model 72 is referred to when used in an election space or as a solution to elections.

**MPS 40™** is a high-speed letter and mail sorter that is no longer sold but still supported.

**MODEX** is a manufacturing and supply chain industry tradeshow hosted by MHI.

**MSDS** (**material safety data sheet**) is a document that lists information relating to occupational safety and health for the use of products.

**multi-directional** is a feature of the iBOTs which move horizontally and vertically.

**multi-feed detectors (MFDs)** are ultrasonic detectors that recognize double feeds, sticky notes, and turned corners on the Falcon scanners.

**multi-line optical character recognition (MLOCR)** is a document and mail automation system that allows addresses to be read and compared to a company's directory.

**Multinational** is a corporate organization that owns or controls the production of goods or services in at least one country other than its home country.

**multisite** is having or relating to more than one site.

**must-have(s)** are an essential or highly desirable item.

**mutually agreed-upon** *adj*

> e.g., We will work toward a mutually agreed-upon target.
>> The goals will be mutually agreed upon.

**M/WBE** (**Minority-/Woman-Owned Business Enterprise**) is a state certification that identifies minority and/or women owned businesses or enterprises.

**M/W/DBE** (**Minority-/Woman-/Disadvantaged Business Enterprise**) is a program and certification that aims to make communities and economic development more inclusive.

# N

**National Association of Election Officials** is a nonprofit organization under the regulations of the Internal Revenue Service. The Election Center's purpose is to promote, preserve, and improve democracy.  Also known as Elections Center.

**National Association of State Election Directors (NASED)** industry association for document and mail automation focused on elections.

**National Association of Secretaries of State (NASS)** industry association for document and mail automation focused on elections.

**non-**Most words beginning with this prefix are not hyphenated. (See dictionary for a complete list.)

**Next Generation Leadership (NGL)** is a training program for **individual contributors** deemed by their manager as a potential leader**.** It replaced the Skills Development training.

**Next Generation Leadership 2 (NGL2)** is a training program for **new managers** nominated by their manager.

**nonprofit** is not conducted or maintained for the purpose of making a profit.

> e.g., a nonprofit organization or a nonprofit research center.

**numbers** from zero to nine should be written out. There are exceptions. When the number is not typically shown in numerals (e.g., millions or billions), use a numeral. Also use a numeral when using a percentage if there is fear that the reader could miss crucial information. Finally, use a numeral when describing an amount of money.

> e.g., For eight years, he has led a division that serves over 2 million meals annually.
>> OPEX will charge a service fee of 2% of total sales.

# O

**OEM (Original Equipment Manufacturer)**

**off-hours** is the time when one is not at work or one's leisure time.

**official colors** are a key element in OPEX's brand identity and are to be used consistently according to the brand book.

(See OPEX Brand Book: Official Primary & Secondary Colors.)

**offline** *adj*

> e.g., We had an offline conversation.
>> The conversation continued offline.

**off-site** *adj*

> e.g., Off-site events can be catered for an extra charge.
>> We can cater any event, whether on site or off-site.

**OMATION**® is OPEX's brand of mail and envelope openers.

**OMATION® Series 210™ Envelopener®** is a compact low-volume mail and envelope opener.

**OMATION® Model 306™** is a high-speed envelope opener.

**OMATION® Model 306s™** is a high-speed envelope opener with sorting capabilities.

**OMATION® Series 410™** Envelopener® is an envelope opener for mid-size operations.

**One-Touch** refers to OPEX document and mail automation equipment that only requires documents to be handled only one time in a single process.

**ongoing** is continuing or still in progress.

**online** is to be connected to another computer or to a network.

**on-site** *adj* is hyphenated as an adjective, but not when used as a predicate adjective.

> e.g., OPEX selects on-site management carefully.
>> OPEX management will be on site at all times.

**operator controlled software interface** is a feature of the OMATION Series 306 that provides settings, multiple operators, and languages on an LCD display.

**OPEX** is always all caps and never broken between lines or pages.

**OPEX OIS or OPEX Incoming and Scanning** was the OPEX **LOB** that provides document and mail automation. This LOB is now called **Document and Mail Automation (DMA)**.

**OPEX Tracker™ Software** is a feature of the Mail Matrix that provides arrival point image and data capture for tracking mail throughout a system.

**opex.com** is the publicly accessible OPEX website, and the only time in which OPEX appears lower case

**output stacker** is a feature of the Eagle that allows a variety of sortation methods.


# P

**pack-to-light** is a configurable warehouse automation system that notifies workers of additional actions or when orders are complete.

**paid time off** (**PTO**) is a policy that provides a bank of hours that pools sick days, vacation days, and personal days that allows employees to use as needed or desired.

**percent** is preferred to %, except in financial documents or in charts with a lot of figures. A good rule of thumb is to use % if there is some risk that the reader will skip over crucial information.

**Perfect Pick®** is a robotic goods-to-person picking machine.

**Perfect Pick® iBOT® robotic vehicle** is used in the Perfect Pick and Perfect Pick HD system and carries 80 pounds including payload.

**Perfect Pick® HD** is a high-density robotic goods-to-person picking machine.

**performance control center** is a feature of the Model 72 that provides envelope count and productivity analysis.

**performance reports** are a detailed analysis of performance reporting for each warehouse automation system including iBOTs and are a feature of the RPM software.

**pharmaceutical** *adj.,* relating to medicinal drugs, or their preparation, use, or sale

**phone numbers** OPEX style for phone numbers is as follows: the area code is not in parentheses and the area code, local exchange, and last four digits of phone numbers are separated by a period. Note that all phone numbers should include the area code. The initial "1" used for long distance dialing should not be included when using a phone number.

> Extensions should be represented with a lowercase "x" and the number with no additional spacing.
> e.g., 856.727.1100; 856.727.1100x411
>> Not 856-727-1100; (856) 727-1100

**pick-to-light** is a part of the CORTEX™ warehouse automation software that uses color-coordinated light-directed picking.

**pickup** is one word as a noun or adjective, but two words as a verb.

**pizzazz** is an attractive combination of vitality and glamour.

**Post-Scan CertainScan**® is a suite of software modules that run on OPEX Gemini™ scanners.

**post-service –** service after a sale

**pre-** Most words beginning with this prefix are not hyphenated.

**pre-employment** is existing or occurring before employment.

**pre-meeting** *adj.*

**premier** vs. **premiere** These words are not interchangeable. **Premier** is an adjective and means first in rank or
importance. **Premiere** is a noun and means a first performance or exhibition.

**preventive** is preferred to "preventative."

**principle** vs. **principal** These words are not interchangeable. **Principle** is a noun only and refers to rules.
**Principal** can be a noun referring to a person. **Principal** can also be an adjective meaning important or
primary.
e.g., OPEX will survey each school's principal (*n*).
The firm's principals (n) will sign the contract.
Our principal (adj) concern is customer satisfaction.
Our guiding principle (n) is to do everything with integrity.

**proactive** *adj.* creating or controlling a situation by causing something to happen rather than responding to it
after it has happened.

**ProcessLink** is an interface that allows a third-party plug-in to integrate with an OPEX scanner.

**product dimensioner** is warehouse automation hardware that captures product attributes.

**Programmable Sort Locations** are a feature of the Falcon STS that direct mail into programmable five sort
locations.

**proprietary** something that is used, produced, or marketed under exclusive legal right of the inventor or maker
specifically.

**PTO (paid time off)** is a policy that provides a bank of hours that pools sick days, vacation days, and personal
days that allows employees to use as needed or desired.

**punch list** is a list of items that require follow-up attention in a complicated process, such as the transition of
an equipment setup.


# Q


# R

**record keeping** *verb* is two words when used as a verb.

**record-keeping** *adj.* is one word when used as an adjective

**real-time data** is the real-time display of status, performance, and issues in the RPM software for all
warehouse automation platforms.

**RED** is a term for Rapid Extraction Desk which is used when added to a Falcon scanner and sold as a complete
unit.

**re-feeders** are a feature of the Eagle that allow pre-extracted work to be processed through the IEM the way it
would be processed through a check transport.

**registered symbol**
(See OPEX Brand Book: OPEX Trademarks)

**registered trademark**
(See OPEX Brand Book: OPEX Trademarks)

**remittance** is the action of sending money in payment.

**remittance processing** is a solution offered by OPEX to streamline payment processing.

**Remote Performance Monitor® (RPM®)** is a software performance monitoring platform for warehouse automation equipment.

**Reporting** is a feature of CertainScan® software that provides batch statistics for scanned documents.

**Request for Information** (**RFI**) is a common business process whose purpose is to collect written information about the capability of various suppliers.

**Request for Proposal** (**RFP**) is a document that solicits a proposal by an agency or company interested in acquiring a commodity, service, or valuable asset.

**revenue** is always singular.

**Reverse Logistics** is the process when goods are returned to the seller or manufacturer.

**Right-Speed™ Scanning** is a feature of the Gemini document scanner, which transitions to the necessary speed to scan both clean and messy documents.

**RFQ (Request for Qualifications; Request for Quote) Request for Qualifications** is a step in the process of procuring a product or service

**Request for Quote** is a business process in which a company requests a quote from a supplier

**RPM (Remote Performance Monitor)** is a software performance monitoring platform for warehouse automation equipment.


# S

**scan tunnel** is a Sure Sort® scanner that scans items (up to six sides) independent of product orientation.

**seamless integration** is a feature of the STS that allows easy integration with the Falcon scanners and the Model 72 RED.

**self-adjusting feeder** is a OMATION feature that allows mixed documents to be opened.

**self-charging** is a feature of the iBOT where an iBOT charges itself as they travel throughout a racking structure.

**semiannual** means occurring twice a year. (See **biannual**.)

**serve** vs. **service**

People are **served**. They receive **service**. Machines are **serviced**. Therefore, OPEX does not **service** clients or customers. OPEX **serves** them. OPEX employees do **service** much of the equipment OPEX uses to **serve** people.

**service mark**

(See OPEX Brand Book: OPEX Trademarks)

**setup** is one word as a noun or adjective, but two words as a verb.

e.g., There will be a small setup (*adj)* fee.

OPEX will handle the setup (n) for the event.

OPEX will set up (v) the scanner.

**single platform** is a feature of the Falcon STS that allows mail to be scanned, sorted, and tracked on one platform.

**short-term** *adj* is occurring or involving a relatively short period of time.

**SKU** (**stock keeping unit**) is a number typically assigned to products to track levels of stock.

**SOP** (**standard operating procedures**) are instructions for employees to carry out operations.

**sort bin configuration** is the arrangement of mixed and various bin sizes and types that can be used with Sure Sort.

**sorting** is a warehouse automation and document and mail automation process that organizes inventory and mail.

**specialized cutting technology** is a document and mail automation feature that uses milling cutting to open an envelope with reduced potential to damage contents.

**standard operating procedures** (**SOP**) are the sets of guidelines for everyday operation of a facility.

**START (Striving Towards Achieving Results Together)** is our continuous improvement process. It is a formal OPEX program for continuing to evaluate performance and to discover and implement means for making it better.

**start-up** is hyphenated as a noun or adjective but is two words as a verb.

**state-of-the-art** *adj*

> e.g., OPEX technology is state of the art.
>> OPEX uses state-of-the-art technology.

**statistics report printer** is a feature of the OMATION Series 306 that prints statistic reports for monitoring throughput, operator, and overall performance.

**stock keeping unit** (**SKU**) is a number typically assigned to products to track levels of stock.

**stockroom** is a room where quantities of goods are stored.

**STS** is a mail sorting platform that is integrated with the Falcon Series and Model 72 RED.

**supply chain** is the sequence of processes involved in the production and distribution of goods.

**Supply Chain & Association of Australia (SCLAA)** industry association for warehouse automation focused on supply chain in Australia.

**Sure Sort®** a small-item robotic sorting system.

**Sure Sort® iBOT® robotic vehicle** is a smaller iBOT used in Sure Sort and carries small items and parcels up to five pounds.

**straight-line** *adj.*

> e.g., straight-line depreciation

**systemic** vs. **systematic** These words are not interchangeable. **Systemic** means throughout a system. **Systematic** means implemented via a system.

> e.g., The systemic flaws will only be remedied through systematic changes.

**systemize** is preferred to "systematize."

**systemwide** *adj.* is of, relating to, or extending throughout a system.


# T

**telephone numbers (**see **phone numbers)**

**thickness candling function** is a feature of the Eagle that verifies if an envelope is empty or has multiple documents.

**thickness measuring device (TMD)** is a feature of the Falcon scanners that automatically detects and classifies envelopes as transaction separators.

**throughput** is the amount of material or items passing through a system or process.

**time frame** is a period in which something occurs or is planned to take place

**timeline** is a graphic representation or chronological arrangement of the passage of time

**time off** is time for rest or recreation away from one's usual work

**timetable** is a schedule for something to take place at a particular time.

**titles** It is OPEX style to capitalize a title only when it is used to refer to a specific person

> e.g., President and CEO David L. Stevens

**TMD (thickness measuring device)** is a feature of the Falcon scanners that automatically detects and classifies envelopes as transaction separators.

**top line** vs. **top-line**

> e.g., OPEX will improve top-line sales.
>> OPEX will improve the top line.
> (See **bottom-line**.)

**touchscreen** is one word as a noun and is hyphenated as an adjective.

> e.g., The Falcon scanner uses touch-screen (*adj*) technology.
> > The Falcon scanner uses a touchscreen.

**touch-screen** *adj.* is hyphenated when used as an adjective but is one word when used as a noun. (See touchscreen for examples.)

**toward** is preferred to "towards."

**Trademark**

> (See OPEX Brand Book: OPEX Trademarks)

# U

**UL** is the abbreviation for **Underwriters Laboratories**. This company inspects electrical appliances and certifies their safety. **UL** should always be used, never **Underwriters Laboratories**.

**Underwriters Laboratories** (See **UL**.)

**United States** should appear as **U.S.** when abbreviated. This abbreviation should be used in text.

**universal document feeder** is a feature of the Falcon scanners that allows single pages, stacks of paper, or intermixed paper types to be fed into the scanner.

**U.S.** (See **United States**.)

**user-friendly display** is a feature of the OMATION Series 410 that includes a 5.5" display for access to job functions, settings, and counting.

**user traceability** is a feature of CertainScan software that records every interaction during the scanning process.

# V

**variant spellings** OPEX style is first to use whichever spelling is listed in this style guide. If nothing is listed here, then use the spelling that is listed as primary in the dictionary (i.e., the one with the definition following it, instead of just the phrase "variant of…").

**vote-by-mail** is a solution offered by OPEX for cost-effective and efficient mail extraction.

# W

**warehouseautomation.com** is our warehouse automation external website.

**warehouseautomation.com.br** is our Brazilian warehouse automation website.

**warehouseautomation.de** is our German warehouse automation website.

**warehouseautomation.fr** is our French warehouse automation website.

**warehouseautomation.mx** is our Mexican warehouse automation website.

**warehouseautomation.jp** is our Japanese warehouse automation website.

**warehouseautomation.kr** is our Korean warehouse automation website.

**Warehouse Management System (WMS) Integration** is warehouse automation software that allows integration with existing warehouse management software.

**web** is the shortened version of "World Wide Web" and is the primary term for referring to any pages on the internet.

**web-based** *adj.* is related to or done using the web.

**webmaster** is the person who maintains a particular website.

**webpage** refers to a page within a website. It is used as one word.

**website** is a set of related webpages located under a single domain name. It is used as one word.

**well-being** is the state of being comfortable, healthy, or happy.

**wireless** is a feature of the iBOT; iBOTs communicate and travel wirelessly throughout the racking structures of Perfect Pick, Perfect Pick HD, and Sure Sort.

**workhours** is preferred to **manhours**.

**workday** is one say in which one works.

**workstation** is warehouse automation hardware that brings totes or boxes to an operator for picking and packing.

**world-class** *adj.*

> e.g., OPEX offers its customers world-class service.
>> OPEX service is world class.

**worldwide** is extending or reaching throughout the world.

# X

# Y

# Z

# OPEX®