

CANUSA-CPS Product Rebranding

XCS Brand replaces KLR, WLR, KTR, WTR, WLG names

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

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

The following existing product names are being changed to XCS:

KLR, WLR

KTR, WTR

WLG

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

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

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

KLR 500-450 BK → XCS 500-450 WS BK/L

WLR 500-450 BK → XCS 500-450 CW BK/L

KTR 500-450 BK → XCS 500-450 WS BK/T

WTR 500-450 BK → XCS 500-450 CW BK/T

WLG 500-450 BK → XCS 500-450 CW BK/L

Questions

If there are any questions, please consult with your Canusa-CPS representative.