



## **BFM® Fittings are going Blue!**

During the summer of 2021, BFM is going to start producing all of our Seeflex connectors with beautiful new-look BFM® blue cuffs. They will also have a distinctive BFM® blue 'brand stamp' at the top front of the connector body.

These changes will differentiate us dramatically from all other clear/white rubber connectors in the market and will give our connectors an even more professional presentation.

**You'll be able to immediately see if it's a genuine BFM® fitting product!**

An important thing to remember is that the cuffs are made of exactly the same material - **it's only the color that's changed.**

You'll start seeing these stunning new connectors arriving in your orders as early as May/June 2021.

**You've probably got questions about the change...so below are some FAQ's that will hopefully answer most of them.**



### **BFM® BLUE BAND CHANGE-OVER - FAQ'S:**

***Why are you changing from white to blue cuffs and putting a BFM® 'brand stamp' on the front of Seeflex connectors?***

BFM® 'blue' is their corporate color, and they wanted to give the connectors a more distinctive, professional look. We know the product is unique in terms of its performance, but this change will instantly set us apart from the other products out in the marketplace. The stamp has been added because when a connector is fitted in place, the cuffs aren't easy to see, so this added visibility helps promote the BFM® brand (and you'll easily see if it's a genuine BFM®!). It also provides an additional layer of intellectual property and brand protection in the long term as we have Trademarked 'BFM' globally. In other words, we're future proofing the quality and value of a genuine BFM®.

***Is there any difference between the old white and the new blue cuff material?***

No - it is exactly the same material from the same supplier made with the same raw materials. The only thing that has changed is that instead of adding a white pigment, it will now be made with a blue pigment - the material composition specs are exactly the same.

***Do the new blue cuff's still comply with the same regulations as the white cuffs?***

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Yes, the material composition of the blue is exactly the same as the white cuffs. The silicon cuff is entirely encased in the Seeflex product and therefore does not actually come in contact with any product flowing through the connector. However, the silicon used still complies with both FDA and BGA recommendations for food grade silicon rubber products.

***Will there be two stamps on the connector if it's a TR or 040AS or Wash Sleeve?***

No, the stamp for these products will be the same color they previously were (TR=white, AS=grey, WS=light blue) but will now incorporate both the BFM® logo and the identifying product type.

***Will the Blue Brand Stamp be on all Connectors?***

All Seeflex 040E, 020E and 060ES connectors (including ringed and tapered versions) and all bins and blanking caps will have the Blue Brand Stamp on them. The TR, 040AS and Wash Sleeve stamps will remain the same color but will have a 'BFM' logo on them. Because of the nature of the Flexi connectors' surface, we aren't able to apply a Brand Stamp to those connectors (although the cuffs will now be blue). All other connector material types (eg. Teflex NP and fabrics) will remain unchanged.

***When will we start receiving the new 'blue' branded connectors?***

All Seeflex connectors manufactured from 15 April 2021 onwards will be made with blue cuffs and feature the BFM® stamps, so any orders placed after this date will all have the new blue cuffs & BFM® stamp.

There will be a 'transition' period where there could be a mix of both white and blue connectors within the same order or over the next few months as we work through our existing inventory.

***Can we still order white connectors?***

Unfortunately not, BFM will no longer be manufacturing any white-cuffed connectors at all. You may continue to receive white connectors based on any existing inventory we have that was manufactured before this transition date.

***Is there any change in price for the new blue-cuffed connectors?***

No, the prices remain the same as the current white cuffed connectors.

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