

Distributor Pack

Downhole Navigation • Structural Geology • Drilling Optimisation
In-Field Geoanalysis • Driller Operable Geophysics



imdexlimited.com
amcmud.com
reflexnow.com

Leading Brands

We have two market leading brands **AMC** and **REFLEX**.



AMC

redefines the way drilling fluids, equipment, technologies and software are used to optimise drilling programs. It is renowned for maximising productivity while enhancing safety and sustainability. AMC has a strong presence within the global minerals, horizontal directional drilling, waterwell and civil construction sectors.



IMDEX

is a leading global Mining-Tech company, which enables successful and cost-effective operations. We develop cloud-connected devices and drilling optimisation products to improve the process of identifying and extracting mineral resources for drilling contractors and resource companies globally.

Our unique end-to-end solutions for the mining value chain integrate our two market leading brands, AMC and REFLEX.

REFLEX

is renowned for its real-time subsurface intelligence solutions for the global minerals industry. REFLEX technologies include downhole instrumentation, data management and analytical software for geological modelling. These market leading technologies – recognised for their ease of use and accuracy – are complemented by unrivalled expertise in geo-scientific data analysis and interpretation.

Why become a distributor?

Our agents help us distribute products across the globe, allowing clients access to quality products locally. Reasons why you may choose to supply IMDEX products:

- Brand recognition across the globe, including a reputation on a history of industry firsts
- An integrated range of award-winning products and technologies assist clients to reduce their costs and increase their productivity by providing end-to-end solutions across the full mining value chain
- Extensive global technical support
- Advanced product research and development
- In-house manufacturing and production, producing consistently high quality products
- Advanced product development and engineering and world-class R&D facilities
- The cloud-based IMDEXHUB-IQ™ provides real-time data access with a secure chain of custody and QA/QC
- Economical, conveniently sized and environmental packaging.



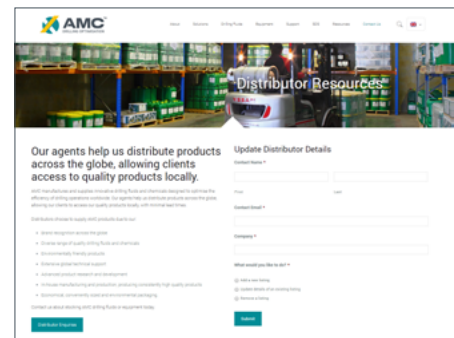
Keep connected

Update your contact details

If you wish to be listed in the Contact Us/Distributors section of the AMC or REFLEX website, click on the links below.

For AMC website: <https://amcmud.com/contact/distributor-resources/>

For REFLEX website: <https://reflexnow.com/distributor-resources/>



Subscribe to our mailing list

Subscribe to receive email communications such as our quarterly client e-newsletter - On Target, which is dedicated to keeping you up-to-date with industry topics and the latest product developments. We will also provide training videos, webinars, case studies and other valuable resources. To subscribe, head to any of our websites and fill in the subscribe form in the footer.

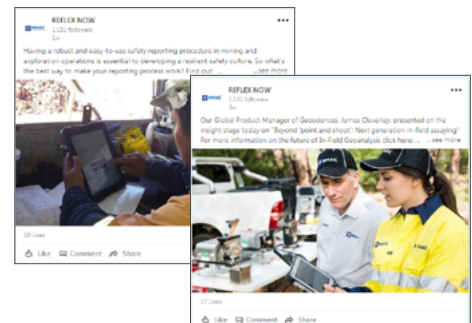


Follow us on LinkedIn

IMDEX <https://www.linkedin.com/company/imdex-limited>

AMC <https://www.linkedin.com/company/amcmud>

REFLEX <https://www.linkedin.com/company/reflex-now>



Follow us on Youtube

REFLEX NOW <https://www.youtube.com/user/ReflexInstruments>

AMC <https://www.youtube.com/user/AMCDrillingFluid>

IMDEX <https://www.youtube.com/channel/UC600AoHhk4cn91dKHi-A-wA>

LinkedIn

twitter

Follow us on Twitter

<https://twitter.com/ImdexLimited>

We're here to help!

If you have any questions, our marketing departments based in Perth, Australia and Santiago, Chile are here to help. Please contact us anytime via marketing@imdexlimited.com.



Working with multiple brands

AMC and REFLEX are leading IMDEX brands. When referencing multiple brands, please use the tribrand logo lockup as demonstrated below.

Vertical/Square Layout -
AMC & REFLEX Logos to
be 50% of IMDEX size.



Horizontal Layout - AMC & REFLEX Logos to be 50% of IMDEX size.



Linear Layout - AMC & REFLEX Logos to be 75% of IMDEX size.



Working with the AMC Brand

Working with the AMC brand

Created for distributors and onsellors of AMC products, these brand guidelines promote unity, integrity and strength across the AMC brand. The guidelines apply to all marketing, promotional and other material where the AMC brand is used.

Product and Brand Naming Conventions

The AMC brand and product names must always be referred to as following in ALL marketing material. AMC is always in upper case. Please refer to all AMC products in upper case. Please refer to all products by placing “AMC” in front and include the ‘TM’ symbol after all trademarked products. Some exceptions exist* – please refer to the latest PDS, available on www.amcmud.com for correct naming conventions of all products.



Correct Brand Naming Conventions

AMC



Correct Product Naming Conventions

AMC COREWELL™

AMC PAC R™

AMC EZZE PAC L™

AMC RESI DRILL™

*MAGMA FIBER

*POTASSIUM CHLORIDE



Incorrect Brand Naming Conventions

Amc

AMC™

AMC Mud

AUS Mud

Aus Mud Company

AMC Drilling Fluids & Products

AMC Minerals

Australian Mud Company

AMC (Australian Mud Company)



Incorrect Product Naming Conventions

Corewell

AMC-PAC-R

AMC Pac-R

AMC Pac R

AMC EZ PAC L

AMC Logo Usage

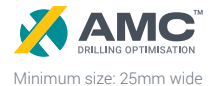
The logo cannot be redrawn or recreated, and the original master must be used for all branding applications. The composition cannot be changed and must not be altered. The logo must not be interpreted in any manner – skewed, severed or distorted – or printed in any other colour than the ones specified in this document.

Please contact marketing@imdexlimited.com if you require additional logo files or approvals for logo use.

Primary Logo

With tagline

- Preferred full colour logo
- To be used on a white background
- Include TM wherever possible



Minimum size:

- 25mm wide

Secondary Logo

Without tagline

- To be used where tagline is not required, illegible or too small
- To be used on a white background
- Include TM wherever possible



Minimum size:

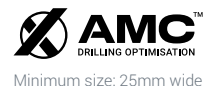
- 20mm wide

Mono Logo

- Include tagline wherever possible
- Include TM wherever possible

With tagline – minimum size:

- 25mm wide



Without tagline – minimum size:

- 20mm wide



Please contact marketing@imdexlimited.com if you are unsure of which logo version to use.

AMC Colour Usage

Brand Colours

Colours are to be adhered to at all times.

PRIMARY

Pantone 321

CMYK
100 / 5 / 35 / 25

RGB
0 / 140 / 150

HEX
#008c96

AMC Teal Green

SECONDARY

Pantone 123

CMYK
0 / 20 / 100 / 0

RGB
255 / 195 / 0

HEX
#ffc300

AMC Yellow

GREY TINTS

Pantone Cool Grey 1

CMYK
4 / 2 / 2 / 0

RGB
241 / 242 / 243

HEX
#f1f2f2

Light Background

Pantone 430

CMYK
35 / 20 / 15 / 40

RGB
110 / 120 / 130

HEX
#6d7782

Taglines

Pantone 432

CMYK
75 / 60 / 50 / 30

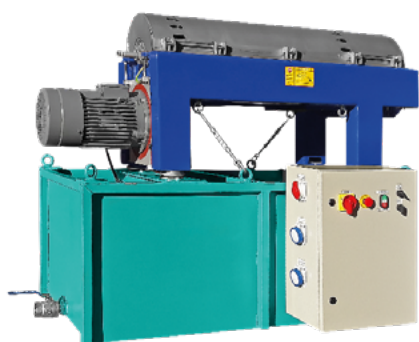
RGB
70 / 80 / 90

HEX
#444f59

AMC Logo Letters & Body Text

AMC Marketing Images

To assist marketing and selling AMC products, we have created a pack of images for distributors to use. You can request access to the images [here](#).



AMC Marketing Material

AMC is regularly updating our product information, our preferred policy is that our distributors provide a direct link to our website, where customers can request the most up to date information. We also have items available in several languages.

Brochures

AMC has a range of product brochures and data sheets available to assist promote our products, which can be found on the www.amcmud.com website, simply search for the product name.

- Please contact marketing@imdexlimited.com if you require copies of these files for printing.
- If link to a PDS, please link to the specific product page, for example:
AMC BOS FIX™ www.amcmud.com/product/amc-bos-fix

Case Studies

AMC has a range of case studies to demonstrate the successful results of our products. Our case studies outline results from many projects across our range of fluids and equipment. The case studies can also be found on the www.amcmud.com website.

Safety Data Sheets

Our Safety Data Sheets are available on request from our website at the below link:

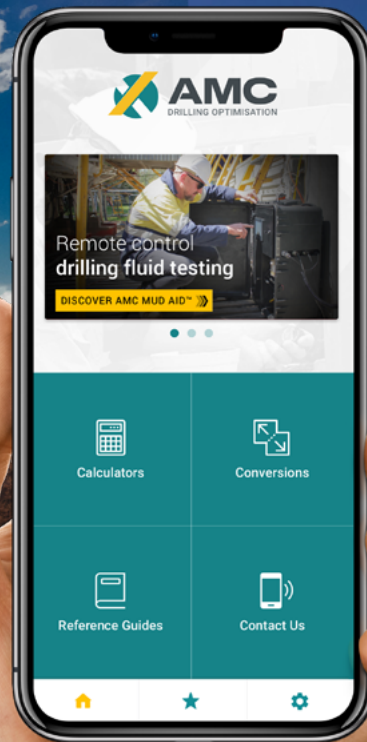
SDS REQUEST www.amcmud.com/sds

YouTube Videos

Visit the AMC Youtube Channel to see some of the AMC range in motion:
www.youtube.com/user/AMCDrillingFluid



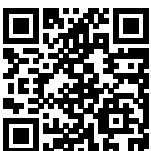
AMC MUD CALC™
THE GO-TO GUIDE FOR DRILLING FLUID



Your region, your language and your metrics

Brought to you by the industry leaders in drilling optimisation, **AMC MUD CALC™** offers a range of mining, waterwell and HDD drilling guides in one handy app.

Fully customisable to your preferences and with proven formulas for industry best practise, **AMC MUD CALC™** is the go-to guide for drilling fluid.



Working with the REFLEX Brand

Working with the REFLEX brand

Created for distributors and onsellors of REFLEX products, these brand guidelines promote unity, integrity and strength across the REFLEX brand. The guidelines apply to all marketing, promotional and other material where the REFLEX brand is used.

Product and Brand Naming Conventions

The REFLEX brand and product names must always be referred to as following in ALL marketing material. REFLEX is always in upper case. Please refer to all REFLEX products in upper case. Please refer to all products by placing "REFLEX" in front and include the 'TM' symbol after all trademarked products. Some exceptions exist* – please refer to the latest PDS, available on www.reflexnow.com for correct naming conventions of all products.



Correct Brand Naming Conventions

REFLEX



Correct Product Naming Conventions

REFLEX GYRO SPRINT-IQ™

REFLEX ACT-IQ™

REFLEX EZ-GAMMA™

REFLEX IQ-LOGGER™

IMDEX In-field Geoanalyiss Solution

ioGAS™



Incorrect Brand Naming Conventions

Reflex

REFLEX™

REFLEX Tools

REFLEX Instruments

REFLEX Now



Incorrect Product Naming Conventions

REFLEX's Act Tool

REFLEX-XRF

XRF

REFLEX GYRO

REFLEX Logo Usage

The logo cannot be redrawn or recreated, and the original master must be used for all branding applications. The composition cannot be changed and must not be altered. The logo must not be interpreted in any manner – skewed, severed or distorted – or printed in any other colour than the ones specified in this document.

Please contact marketing@imdexlimited.com if you require additional logo files or approvals for logo use.

Primary Logo

With tagline

- Preferred full colour logo
- To be used on a white background
- Include ™ wherever possible



Minimum size: 25mm wide

Minimum size:

- 25mm wide

Secondary Logo

Without tagline

- To be used where tagline is not required, illegible or too small
- To be used on a white background
- Include ™ wherever possible



Minimum size: 20mm wide

Minimum size:

- 20mm wide

Mono Logo

- Include tagline wherever possible
- Include ™ wherever possible

With tagline – minimum size:

- 25mm wide



Minimum size: 25mm wide



Minimum size: 20mm wide

Without tagline – minimum size:

- 20mm wide

Please contact marketing@imdexlimited.com if you are unsure of which logo version to use.

REFLEX Colour Usage

Brand Colours

Colours are to be adhered to at all times.

PRIMARY

Pantone 293

CMYK
100 / 70 / 0 / 5

RGB
0 / 90 / 170

HEX
#005aaa

REFLEX Blue

SECONDARY

Pantone 185

CMYK
0 / 100 / 75 / 0

RGB
235 / 25 / 70

HEX
#ea1946

REFLEX Red

GREY TINTS

Pantone Cool Grey 1

CMYK
4 / 2 / 2 / 0

RGB
241 / 242 / 243

HEX
#f1f2f2

Light Background

Pantone 430

CMYK
35 / 20 / 15 / 40

RGB
110 / 120 / 130

HEX
#6d7782

Taglines

Pantone 432

CMYK
75 / 60 / 50 / 30

RGB
70 / 80 / 90

HEX
#444f59

AMC Logo Letters & Body Text

Pantone 2106

CMYK
30 / 20 / 5 / 0

RGB
180 / 190 / 210

HEX
#b4bed2

IMDEXHUB Silver

REFLEX Marketing Material

REFLEX is regularly updating our product information, our preferred policy is that our distributors provide a direct link to our website, where customers can request the most up to date information. We also have items available in several languages.

Brochures

REFLEX has a range of product brochures available to assist promote our products, which can be found on the www.reflexnow.com website.

- Please contact marketing@imindexlimited.com if you require copies of these files for printing.



Case Studies

REFLEX have a range of case studies to demonstrate the successful results of our products. The case studies can also be found on the www.reflexnow.com website.

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YouTube Videos

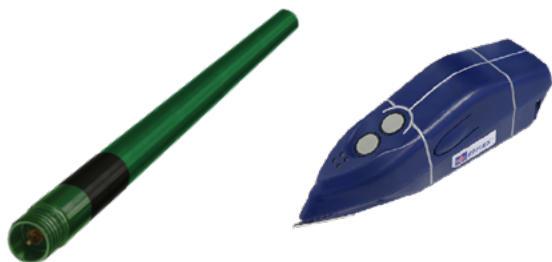
Visit the REFLEX Youtube Channel to see some of the REFLEX range in motion:

<https://www.youtube.com/user/ReflexInstruments>



REFLEX Marketing Images

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indexacademy.com



Industry best knowledge
and skills training,
anywhere, anytime.

IMDEX Academy is committed to facilitate learning; supporting our distributors and customers to be at the forefront of the latest market leading technologies.

The training platform offers a range of courses and training programs, from e-Learning tutorials, videos and assessments through to self-help webinars.

Register Now



Be at the forefront of the latest market-leading technologies



Learn from market-leading industry professionals



Boost productivity through education



Give your employees confidence to succeed



Product support, anywhere, any time

support.imdexlimited.com

We're committed to offering the highest level of support to our customers, which is why we're excited to launch our **Customer Care Portal**, so you can receive support on our products and solutions, wherever you are in the world.



Raise product support requests 24/7



Access our comprehensive knowledge base



Track and manage your support requests



support.imdexlimited.com

IMDEX
REAL-TIME SUBSURFACE SOLUTIONS



A LEADING GLOBAL MINING-TECH COMPANY

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