

Introducing the Pulse Brand

The Pulse Brand and 'Made with Pulses' seal are critical components of a global strategy aimed at increasing the awareness and consumption of pulses.

The Pulse Brand is designed to be used by pulse stakeholders and will be universally known to represent pulses around the world. The 'Made with Pulses' seal is intended to be used on product packaging, advertising and promotional materials. It helps consumers looking for products made with pulses.

2016 was a year of unveiling, rapid growth and development for the Pulse Brand. The Pulse Brand was featured on thousands of advertisements and promotional items. It was used at hundreds of events, on numerous company websites and almost every International Year of Pulses output. The 'Made with Pulses' seal can now be seen on millions of products in stores around the world.



PULSE BRAND BENEFITS

- ✓ Unlimited use of Pulse Brand and imagery
- ✓ Access to all Pulse Brand collateral (eg. user guide, graphic standards)
- ✓ Quarterly newsletter updates on brand activities and news
- ✓ Recognition of company on pulses.org website
- ✓ Product recognition on searchable online database
- ✓ Access to high-level consumer research information
- ✓ Support and guidance (materials, photo galleries, videos, and campaign images)

JOIN THE PULSE BRAND PROGRAM

Become a Pulse Brand Licensee to use the Pulse Brand and 'Made with Pulses' seal. Join a community and global network of pulse industry, food sector, research entities, governments, NGO's, NFPs, marketers and many other companies and organizations that are committed to increasing awareness and availability of pulses. The Pulse Brand provides access to numerous services and programs, and is designed to support companies in meeting their goals.

Contact the American Pulse Association - USA Dry Pea & Lentil Council Industry Office for specific details and to sign up.

Email Kim Monk: kmonk@usapulses.org or call 208-882-3023.

To learn more about using the Pulse Brand, contact Kim Monk at kmonk@usapulses.org