



Annex MARKETING

BRAND GUIDELINES WEBSITE/WEB STORE MANUAL & GUIDELINES FOR SOCIAL MEDIA

In accordance with the distribution agreement, please find below a brief summary of the relevant information with regard to:

- the brand guidelines,
- specific guidelines with regard to the use of our materials on third-party websites ("the website manual"),
- specific guidelines with regard to the use of our materials in web stores ("the web store manual"),
- specific guidelines with regard to the use of our materials on social media channels, regarding the Faber brand.

BRAND GUIDELINES:

For the corporate style rules regarding the use of the brands of the brand owner, please refer to the enclosed Faber brand guidelines: <https://www.faberfires.com/en-uk/faber-pro/brand-resources>

All available digital materials can be very simply found at: <https://www.faberfires.com/en-uk/faber-pro>

NB: no login necessary.

Here you will find all the necessary materials (logo, photos, videos, text) available for downloading for your own use, per brand and per series of products. The materials may not be altered in any manner without the prior permission of the brand owner, via: marketing@glendimplex.eu.

Additional disclaimers apply specifically to the use of photography and videos using models, due to portrait copyright. For own use of these materials, you must always request prior permission via marketing@glendimplex.eu.

WEBSITE/WEB STORE MANUAL - SPECIFIC GUIDELINES REGARDING WEBSITE/WEB STORE USE:

With regard to the depiction of our products on the overview/category page of websites/web stores, we expect the following fields of the central product feed to at least be included in the <body> of the page in question: Brand & Product Title

With regard to the depiction of our products on the detailed/product page of websites/web stores, we expect the following fields of the central product feed to at least be included in the <body> of the page in question: Brand, Product Title, Product Sub-Title & Short Product Description

If supplementary product specifications are depicted on the detailed/product page of websites/web stores, you must make use of the layout given in the central product feed – see appendix 1.

NB: this information can also be found in the Faber dealer manual.

We also expect a clearly visible [link text](#) (link text contains at least the Brand & Product Title fields of the central product feed) to the appropriate product page on our website:

For Faber products, these can be found at: <https://www.faberfires.com/en-uk/e-matrix-linear-1050-400-i#e1018000>

The central product feed can be found at: <https://www.faberfires.com/en-uk/faber-pro/brand-resources>

NB: for any questions regarding (special modifications of) the central product feed, please contact the marketing department via: marketing@glendimplex.eu.



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SPECIFIC GUIDELINES FOR SOCIAL MEDIA USE:

All manifestations on the various social media channels of the distributor which make use of our materials and/or refer to our brands and/or products, will always use the correct brand name (Brand), product name (Product Title) & flame technology (Product Sub-Title) in the (accompanying) text of the manifestation.

Furthermore, such manifestations will also always include a tag referring to the appropriate brand page in the specific social media channels used for the manifestation:

- [instagram.com/faber_fires](https://www.instagram.com/faber_fires)
- www.facebook.com/FaberHaarden
- youtube.com/user/FaberInternational

If there is an opportunity to place links in the bios of the social media profiles or services such as Linktree are used, links must be included to the following Faber websites.

<https://www.faberfires.com>

All manifestations on social media which make use of our materials and/or refer to our brands and/or products may be regarded as tacit consent of the distributor to share such manifestations via the own (social media) channels of the brand owner.

We reserve the right to unilaterally rescind the distribution agreement for an indefinite period of time in the event of non-compliance with these guidelines when using these materials to conduct your marketing activities.



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Annex 1

Name in Faber dealer manual	Enter in 'Attributes' in PIM
Heating function	Heating function
Flue material	Chimney diameter (to be added)
Watts:	Heat Output Nom max. (P)
Volts:	Ac input voltage (Volt):
Water consumption:	Water consumption (to be added)
Water pressure:	Water pressure (to be added)
Water connection:	Water connection (to be added)
Exterior dimensions WxHxD:	Build in dim LxHxW
Fire effect (WxH):	Viewing window
Burner:	Burner type
Decoration options:	Media bed
Back wall	Back wall options (to be added)
Remote control:	Controller type (to be added)
Capacity:	Nominal heat output (kw) + Heat Output Nom max. (P):
Operating system:	Operating system (to be added)
Energy label:	Energy label
Options (at a surcharge)	Accessories to upsell
Type notification(s):	Type (to be added)
Type:	Vent termination (to be added)
Diameter output/input	Chimney diameter (to be added)
Gas connection:	Gas connection (to be added)