



Annex Marketing  
BRAND GUIDELINES, WEBSITE/WEB SHOP  
MANUAL & SOCIAL MEDIA GUIDELINES

In accordance with the distribution agreement, you will find below a brief summary of the relevant information relating to:

- the brand guidelines,
- specific guidelines regarding the use of our materials on third-party websites ("the website manual"),
- specific guidelines regarding the use of our materials on web shops ("the web shop manual"),
- specific guidelines regarding the use of our materials on social media channels.

**BRAND GUIDELINES:**

For house style rules around the use of brand owner's marks, please refer to Faber's brand guidelines: [www.faberfires.com/faber-pro](http://www.faberfires.com/faber-pro)

You can easily find all available digital materials at: [www.faberfires.com/faber-pro](http://www.faberfires.com/faber-pro)

Per brand and series of products, you can find and download all required materials (logo, photo, video, text) for your own use. It is not allowed to edit materials in any way without prior permission from the brand owner, via: [marketing@glendimplex.eu](mailto:marketing@glendimplex.eu)

Additional disclaimers apply specifically to the use of photography and videos with models in connection with portrait rights. For your own use of these materials, you must always request permission in advance via [marketing@glendimplex.eu](mailto:marketing@glendimplex.eu)

**WEBSITE/WEBSHOP MANUAL - SPECIFIC GUIDELINES ON WEBSITE/WEBSHOP USE:**

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

With regard to the display of our products on the detail/product page of websites/web shops, we expect at least the following fields from the central product feed to be included in the <body> of the relevant page: Brand, Product Title, Product Sub-Title, Long Product Description & GTIN code.

If there is a display of additional product specifications on the detail/product page of websites/webstores, please use the format as included in the central product feed see annex 1.

In addition, we expect a clearly visible <a href="url">link text</a> link (link text contains at least the Brand & Product Title fields from the central product feed) to the relevant product page on our website.

The central product feed can be found at [www.faberfires.com/faber-pro](http://www.faberfires.com/faber-pro)

Please note: for questions about (special adaptations of) the central product feed, please contact the marketing department at: [marketing@glendimplex.eu](mailto:marketing@glendimplex.eu)



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**SPECIFIC GUIDELINES ON SOCIAL MEDIA USE:**

On distributor's various social media channels, any expression that uses our materials and/or mentions our brands and/or products will always include the correct brand name (Brand), product name (Product Title) & flame technology (Product Sub-Title) in the (accompanying) text of the expression.

In addition, these expressions always include a tag to the relevant brand page in the specific social media channel used for this expression:

- <http://www.instagram.com/faberfires>
- <http://www.facebook.com/Faberfiress>
- <https://www.youtube.com/Faberfires>

If it is possible to place links in the bio's of the social media profiles or a service such as Linktree is used, the Faber website ([www.faberfires.com](http://www.faberfires.com)) must be linked.

For all expressions on social media that make use of our materials and/or mention our brands and/or products, distributor gives tacit permission for this expression to be shared via brand owner's own (social media) channels.

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



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Annex 1:

Description	Value in Feed
Brand	Brand
Product name	Product Title
Product subname	Product Sub-Title
Long product description	Long Product Description
GTIN code	GTIN/UPC
Heating functionality	Heating function
Voltage	Ac input voltage (Volt):
Heat output	Nominal heat output (kw) + Heat Output Nom max. (P)
External dimensions WxHxD	Build in dim LxHxW
Fire view (WxH)	Viewing window
Burner	Burner type
Decoration options	Media bed
Backwall	Backwall options
Control	Controller type
Remote ontrrol	Remote control
Operating system (Gas only)	Operating system
Energy-label (Gas only)	Energy label
Gas connection (Gas only)	Gas connection
Flue (Gas only)	Chimney diameter
Water consumption (Electric only)	Water consumption
Water pressure (Electric only)	Water pressure
Water connection (Electric only)	Water connection