



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.

BRAND GUIDELINES:

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

All available digital materials can be very simply found at:
<https://www.dimplexfires.com/en-uk/Dimplex-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 FOR 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 Dimplex 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: The central product feed can be found at: <https://www.dimplexfires.com/en-uk/dimplex-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/dimplex_fires](https://www.instagram.com/dimplex_fires)
- www.facebook.com/dimplexfire
- youtube.com/DimplexFiresEU

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 Dimplex websites. <https://www.dimplexfires.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 Dimplex dealer manual	Enter in 'Attributes' in PIM
Flame system	Flame effect system + electric fire technique
Article number	Model number (header)
EAN code	GTIN/UPC (header)
Model	Model
View of the flames	View type
Colour	Colour furniture
Decoration/ fire bed	Media bed
Fire effect (WxH)	Viewing window
Exterior dimensions WxHxD	Build in dim LxHxW
Heat output	Heating function
Thermostat	Heating element
Remote control	Remote control
Manual operation on the fireplace possible	'manual operation on the fireplace possible' (to be added)
Lighting module	Lighting module
Sound module	Sound
Colour effect settings	Media bed flame colours
Heat setting 1 in W	HEAT SETTING 1 IN W (to be added)
Heat setting 2 in W	HEAT SETTING 2 IN 2 (to be added)
Only flame effect	Power consumption (flame effect) (Watt):
Max. consumption	Wattage
Voltage/electrical frequency	Voltage
Product weight in KG	Unpacked weight (master data)
Cable length	Plug length
Warranty	Warranty
Water reservoir	Removable water tank
Flame effect	Smoke effect
Motion detection	Motion detection (to be added)