Dimplex

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

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,
- specific guidelines for the use of Optimyst technology in own product offerings.

BRAND GUIDELINES:

For house style rules around the use of brand owner's marks, please refer to Dimplex's brand guidelines: www.dimplexfires.com/dimplex-pro

You can easily find all available digital materials at: www.dimplexfires.com/dimplex-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

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

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 link text 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.dimplexfires.com/dimplex-pro
Please note: for questions about (special adaptations of) the central product feed, please contact the marketing department at: 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/dimplexfires
- http://www.facebook.com/Dimplexfiress
- https://www.youtube.com/DimplexFiress

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 Dimplex website (www.dimplexfires.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.

SPECIFIC GUIDELINES FOR THE USE OF OPTIMYST TECHNOLOGY IN OWN PRODUCT OFFERINGS:

If you wish to make use of our 'Optimyst technology' in your own (commercial) product offering (namely, products produced in stock for the benefit of consumers and/or business customers/resellers and/or custom-made products for consumers and/or business customers/resellers), then Distributor grants you a temporary, non-transferable, non-exclusive, revocable, non-sublicensable licence to use our Optimyst technology and our brand 'OPTIMYST', in combination with the suffix 'Inside', ("the logo") under the following conditions. You are entitled to use the logo if you:

a. to place the 'Optimyst Inside' logo clearly visible on all these products. You can download the logo as a vector file here: www.dimplexfires.com/dimplex-pro. The following guidelines apply:

- visibility - location: the logo must be placed on the front side of the product at all times. If the product has glass then the logo must be placed on the bottom right-hand side of the glass. If the product has no glass, the logo must be placed visibly on the front side of the enclosure. NB: if the shape of your product deviates to such an extent that the stated guidelines are not or only partially applicable, you must apply them in the spirit of these guidelines as much as possible at your own discretion;
- visibility - dimensions: the (width) dimension of the logo is at least 5 centimetres;
- use of colour: you can apply the logo in either positive or slide-positive form as you see fit. The colour of the logo is always black and white;
- You may apply the logo to the product at your own discretion. A precondition is that it cannot be (easily) removed using readily available cleaning agents;

  General - prior approval: the final design of your product incl. placement of the logo should always be submitted in writing (by e-mail) for approval prior to market launch to: marketing@glendimplex.eu (attn. Product Management)

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b.   clearly mention the use of our technology in your product(s) in all on- and offline communications relating to the product. The following guidelines apply for this:

- the logo is always clearly visible in the image(s) of the product. At least in the main image of the communication expression and any detail images of the fire image;
- the phrase 'Optimyst Inside' is clearly legible in the accompanying (<body>) text of the expression;
- the web address dimplexfires.com is clearly legible in the accompanying (<body>) text of the expression;

General - prior approval: the final design of all communications surrounding the product/Optimyst technology should always be submitted in writing (by e-mail) for approval prior to publication to: marketing@glendimplex.eu (attn. Marketing Management)

In case of violation or non-compliance with these guidelines, we reserve the right at any time, without further notice and without being liable to pay any compensation, to suspend all deliveries to you indefinitely or we may invoke the other rights arising from the Distribution Agreement and/or relevant laws and regulations.

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Annex 1

Description	Value in Feed
Brand	Brand
Product name	Product Title
Product subname	Product Sub-Title
Model	Model
Short product description	Short Product Description
Long product description	Long Product Description
GTIN code	GTIN/UPC
Flame system	Flame effect System
View type	View type
Fire view (WxH)	Viewing window WxH (cm)
External dimensions (WxHxD)	Build in dim LxHxW
Heating functionality	Heating function
Power consumption (flame only)	Power consumption (flame effect) (Watt)
Wattage	Wattage
Voltage/electrical frequency	Voltage
Decoration options	Mediabed
Thermostat	Adjustable Thermostat
Remote control	Remote control
Manual operation on the fireplace possible	Manual operation on the fireplace possible
Lighting module	Lighting module
Sound module	Sound
Flame colours	Media bed flame colours
Product weight (kg)	Unpacked weight (master data)
Plug length	Plug length
Warranty	Warranty

GlenDimplex
Flame Europe