

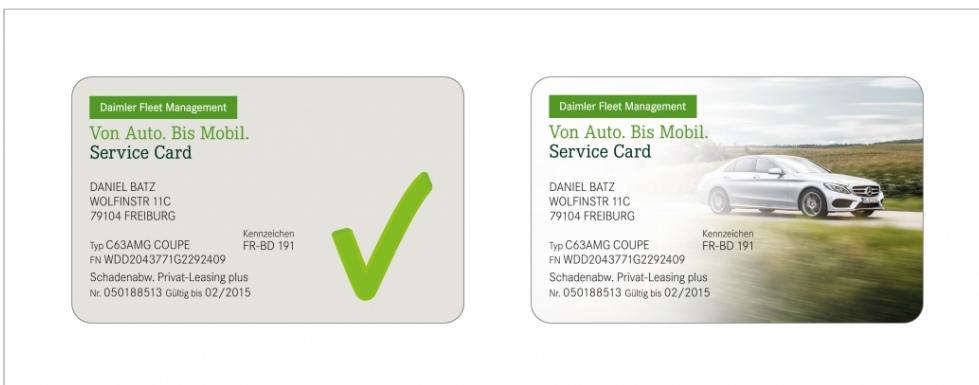
19. November 2015

Merchandising



Service Card

There are two different versions of the Service Card: one version with a surface in 50% Platinum added by a marker element and one version with an image. Please ensure the optimal legibility of the information.



Version 1 (left), version 2 (right)

Merchandising Items

The label is the only marking that should be used on merchandise. However, you may use the label but also just the name for merchandise in monochrome. This also applies where the label cannot be printed due to lack of space.

Stamping, Etching, and Printing

The label should always be applied to products by a high-quality process such as stamping, etching, or spot color printing. Take care to always ensure a high-quality appearance when selecting merchandise. White, silver, or gray products should receive priority.

The manufacturer's name may never appear on the giveaway, so as to avoid an undesirable co-branding effect. However, if the product is from an exclusive brand whose logo may not be removed, then it may remain on the product, as this helps to emphasize the high quality.