

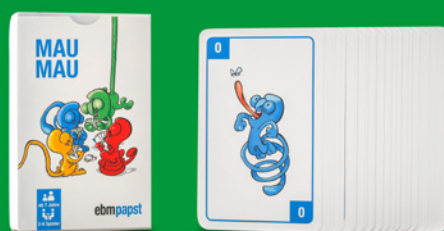


ebmpapst

the engineer's choice

Welcome to our *shop*

Shopping and production guide for promotional ebm-papst items.



Promotional items and give-aways *are an important marketing tool.*



Giving them away, they are – literally – a part of us the customer walks away with. In most cases, these items also have a useful function offering real and additional value. And last but not least, they are simply nice and fun “goodies” from an equally pleasant business partner, ebm-papst.

With our approach to promotional items, this marketing segment is to be even more closely tied in with the general marketing presence of the ebm-papst brand. This means: Every item bearing the ebm-papst logo has to live up to the brand standards. Not just in terms of complying with the corporate design on the outside, but also in terms of the inherent message, which ought to support the target communication objectives of the ebm-papst brand.

To guarantee the consistent realisation of these stipulations, this iron rule applies as of 1 January 2014:

Each and every purchase of promotional items as well as production of new items is always via our central contact point: the marketing department of ebm-papst Landshut – in the person of Ms Anastasia Prinz.

This guide shows you how to simply shop for your promotional items in our online shop and tells you what to bear in mind when planning to produce your own promotional items.

01 | Shopping via online shop page 4

02 | Production of new items via epL page 4

03 | Local production of promotional items page 5

04 | Branding – proper use page 6

01

Shopping *via online shop.*

The general rule is

If possible, all promotional items should be shopped for via the online shop – no matter where in the world they are to be used. The online shop offers quite a comprehensive and frequently changing and updated range of promotional gifts, such as pens, cups or umbrellas, but also more expensive ones for special occasions.

The advantages

- All items come up to our ebm-papst standards (premium quality, great look and feel, originality, sustainability, etc.).
- In general, the items are instantly available.
- Administration costs are reduced to an absolute minimum.

This is how to order via our online shop

1. Go to the shop homepage: ci-shop.ebmpapst.com
2. Log-in using your user name and password
(You can apply for new access via the tab „my account“).
3. Add the items you want to your shopping cart.
4. Follow the instructions in the order processing.

Storage and distribution

The promotional items are stocked and distributed by an external service provider, namely Hagemann GmbH. In case you have any questions regarding the shop or products or need new log-in details, simply contact:

Werbemittelagentur Hagemann GmbH

Ms Magdalena Huber
Ringstr. 4-6
82223 Eichenau

Phone +49 8141 69821
Fax +49 8141 369831
E-mail: mhuber@der-hagemann.de



02

Production of new items *via ebm-papst Landshut.*

Even though the range of promotional material in the shop is quite comprehensive, there may be a time when precisely the one promotional item you are looking for is no longer available or you may need a special item for a special event.

In any such case, the marketing department in Landshut will handle everything for you, from procurement to production.

To commission a new promotional item, please contact:

Anastasia Prinz
ebm-papst Landshut GmbH
Hofmark-Aich-Str. 25 · 84030 Landshut
Phone +49 871 707-8967
Anastasia.Prinz@de.ebmpapst.com



03

Local production *of new promotional items.*

In case you need a promotional item which is either unavailable in our online shop or cannot be produced via our central contact point in Landshut – e.g. for logistic reasons or due to short deadlines – there is still the option of going for local production.

In such a case, however, it is of vital importance to get the authorisation for both the item and the layout, i. e. the design of the printing, from the central contact point in Landshut prior to production. This is the only way to make sure all promotional items comply with ebm-papst standards.

Below, there is some general information on the selection and print design of promotional items. However, this is in no way a comprehensive or complete instruction on how to produce them locally!

Promotional items represent our corporate values and, thus, have to do justice to our standards reflecting our status as technological and innovative leader and as role model in terms of sustainability and eco-friendliness.



When selecting promotional items, the following criteria apply:

- **Premium quality:** ebm-papst stands for quality. The promotional item has to reflect this, no matter if it is an expensive item or “only” a pencil.
- **Practical benefit:** Items which are used daily make our customers aware of us for a longer time – and highlight our role as service provider and partner.
- **Simple handling:** Even though our technologies are highly complex, using them ought to be quite easy and simple for our customers. This principle also applies to promotional items.
- **Original ideas:** We always come up with new ideas for our customers – promotional items are no exception!
- **Sustainability:** Material and manufacturing of the promotional item have to comply with our high eco-standards.
- **Value for money:** This criteria is rightfully placed last, for only if all the other criteria have been met to our satisfaction should it be a matter of course to also check for price.

Examples of good promotional items:

- Items of renowned brands respectively first-class reputation such as Faber-Castell, Moleskine or Victorinox
- Innovative and unusual presents, e. g. USB tools.

04

Branding – proper use of the logo

When printing on promotional items, the ebm-papst corporate design guidelines apply just like with any other marketing tool. Everything you need to know about the corporate design can be found in our ebm-papst brand portal (bp.ebmpapst.com). The portal is accessible for all ebm-papst colleagues.

ebm-papst logo

The logo is precisely defined in terms of typeface, font style and colouring (see brand portal). It may not be distorted or modified in any other way. Moreover, it has to be placed onto backgrounds featuring suitable colours and has to be surrounded by sufficient free space on all sides.

Preferred variant: Logo box

If possible, the logo box should be used, which is based on a horizontal design axis. Colored areas can be positioned flexibly. If the logo box cannot be placed in color for technical reasons, a grayscale variant is available.

Note:

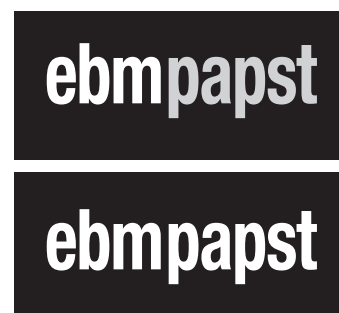
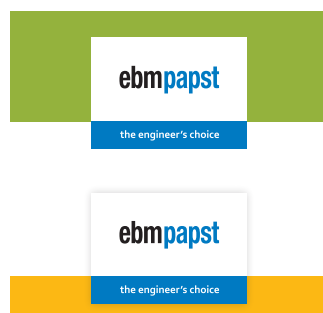
Please use the logo rather sparingly. Discreet branding meets with considerably higher acceptance and ensures the promotional item is used more frequently.

Alternative: Word mark

The colored word mark is to be used solely against a white, black or neutral (e. g. grey) background. For other background colors the word mark is available in different executions.



Grayscale variant and example with colored area.



Proper use *of the colors*

If the promotional items are available in different colors, it should be ensured that they correspond to the CI colors as much as possible. If this is not possible, the advertising material will be chosen in a neutral color (white, black, gray, ...).

Our brand color is ebm-papst blue. Our presence is characterized

by the strong use of color. All six design colors carry equal weighting and are used with no coding by sectors, areas or product groups.

Further information can be found in the brand portal:
bp.ebmpapst.com

Brand colors



RGB 0-124-188
HEX #007cbc
CMYK 100-43-0-0
Pantone 300CVC
RAL 5017



RGB 98-121-139
HEX #62798b
CMYK 40-12-0-50
Pantone 5415 C
RAL 240 50 15



Design colors



RGB 0-166-51
HEX #00a633
CMYK 85-10-100-0
Pantone 7740 CVC
RAL 140 50 60



RGB 163-186-30
HEX #a3ba1e
CMYK 48-14-100-0
Pantone 2276
RAL 110 60 60



RGB 251-185-0
HEX #fbb900
CMYK 0-30-100-0
Pantone 7409
RAL 1003



RGB 224-122-12
HEX #e07a0c
CMYK 11-60-100-0
Pantone 7413
RAL 2011

Proper use *types and fonts*

Corbel is our corporate font, contributing to a consistent visible presence. For that reason, it is used in all media, as far as possible. The font styles used are bold, italic and regular. If Corbel cannot be used, Arial is adopted as a substitute. It is similarly set using the regular, bold and italic styles.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü

Corbel regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü*

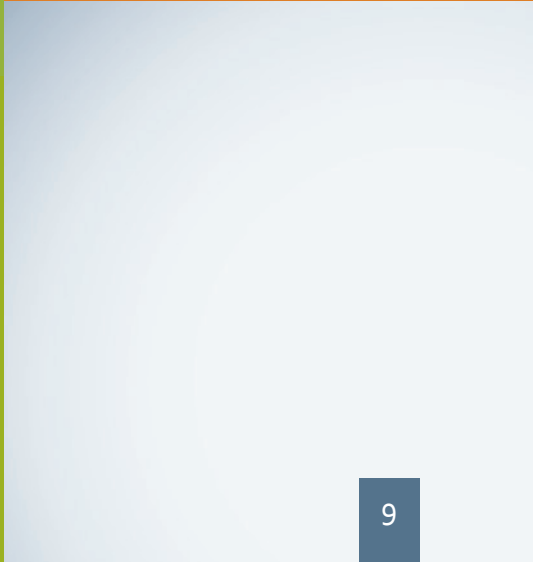
Corbel italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü**

Corbel bold

We wish you a lot of fun and success in purchasing and producing ebm-papst promotional items.

For specific questions – in particular as to the correct selection of promotional items in line with our philosophy – please contact the marketing department in Landshut.



”

We wish you
*a lot of fun in the
ebm-papst promo-
tional gift shop!*

ci-shop.ebmpapst.com



ebmpapst

the engineer's choice

ebm-papst
Landshut GmbH

Hofmark-Aich-Straße 25
84030 Landshut
Germany

Phone +49 871 707-8967
anastasia.prinz@de.ebmpapst.com

2021-03