



## Terms of Usage for advertising with Vorwerk flooring image material

Hamelner Teppichwerke GmbH & Co. KG, Kuhlmannstrasse 11, 31785 Hameln, Germany (referred to in the following as "Hamelner Teppichwerke") produces high-quality merchandise with which a correspondingly high-quality brand image is associated. The point is to protect and cultivate this high-quality image. In light of this background, Hamelner Teppichwerke permits usage of the Vorwerk flooring image material for advertising purposes solely insofar as the party advertising complies with the following conditions.

### I. In General

1. The copyrights for the Vorwerk flooring image material (e.g. interior photographs, photographs of individual colours or colour fans, illustrations) are held by the Hamelner Teppichwerke GmbH & Co. KG.
2. Usage of the "Vorwerk flooring image material requires that the Terms of Usage have been accepted by the party advertising and are being complied with in their respective version. The authorisation for usage ends automatically in the event of non-compliance with or violation of these Terms of Usage, without the need for any further notification on the part of Hamelner Teppichwerke.
3. These Terms apply to all printed and electronic depictions of the Vorwerk flooring image material, for example due to materials for communication, commercial and consumer advertising, poster/placard advertising and pieces on exhibition at trade fairs, expositions and events, advertising on vehicles, internet websites or online shops.
4. The Vorwerk brand stands for particularly high-quality products in the premium segment, both technically and aesthetically. In the event that the Vorwerk flooring image material is utilised, attention must therefore always be paid that this image is being cultivated and nurtured.

### II. Usage

1. To the extent that the party advertising sells and distributes products from Hamelner Teppichwerke at an online shop operated by the party themselves, there too attention is to be paid to a high-quality presentation of the merchandise. If an online shop is being provided, a stationary, physical sales facility must be operated at the same time. The stationary sales facility must be designed in an aesthetically appealing manner. Warehouse sales, for example, are not desired. Finally, a minimum turnover amounting to 50 % in proportion to online turnover should be generated at the stationary sales facility.
2. The Vorwerk flooring image material may be used solely in conjunction with advertising for Vorwerk quality products and services e.g. wall-to-wall carpet, sized area rugs, carpet tiles and installation systems or systems for laying). In no case whatsoever may products be labelled with the Vorwerk flooring image material by any other party on its own, nor may the Vorwerk flooring image material be used to conduct advertising for products from other parties.



## Terms of Usage for advertising with Vorwerk flooring image material

**3.** The Vorwerk flooring image material may be used solely based on files, artwork masters, printing templates and/or slide transparencies made available by Hamelner Teppichwerke. The passing on thereof to third parties is permitted solely when the third party has been commissioned by the customer with the creation of a presentation document for advertising or an internet presentation scenario.

**4.** The reproduction of those files and/or artwork masters and printing templates supplied is not permitted without the consent of Hamelner Teppichwerke. As a rule, the artwork handed out is current for 12 months as of the date the images were sent, transmitted or sent on an appropriate data storage media by post. After this time, further usage of the artwork is to be agreed with Hamelner Teppichwerke in writing.

### **III. Depiction**

**1.** When using the Vorwerk flooring image material in all print and electronic media, the names of third-party firms must be placed at a distance from it.

**2.** Indication of the author(s) and source (photo: Vorwerk flooring) is to be stated on a mandatory basis for each publication of the Vorwerk flooring image material.

**3.** Do not alter the Vorwerk flooring image material. Editing of it is not permitted except for reduction or enlargement and technical preparation/reprocessing towards the purpose of optimum preparation for printing.