

SCHUNK Plug & Work Portfolio for Techman Robot

Marketing Package for Trade Partners

Thank you for integrating the new SCHUNK Plug & Work Portfolio for Techman Robot and its components into your communication channels. For this purpose, SCHUNK provides trade partners with coordinated marketing packages for their marketing channels (website, social media, newsletter, etc.).

This document provides important information on how to use the various documents, images and marketing materials.

1. SCHUNK Logo

SCHUNK provides two different logos in the package: the official SCHUNK logo and a SCHUNK partner logo.

1.1 Official SCHUNK Logo

The logo may only be used in combination with SCHUNK product images or product descriptions on the trading partner website.

1.2 SCHUNK Partner Logo

This logo can be used on the trading partner website to indicate cooperation with SCHUNK. However, its use is bound by the following rules:

- There must be a discount agreement between the trading partner and SCHUNK that allows the trading partner to successfully place SCHUNK products on the market
- The trading partner must have a market presence that is consistent with the brand values of the SCHUNK brand
- The trading partner must employ at least five employees in the area of distribution & sales

It is not permitted to change the image data of the two logos or to pass them on to third parties.

2. Product images

SCHUNK provides various product images in high resolution for use on the trading partner website:

- Representative image for the entire Plug & Work portfolio
- Representative images for the product categories of the portfolio
- Product images for individual selected components
- Product and application images of leading product SCHUNK EGH

3. Textual content

SCHUNK provides general product texts for the trading partner's website in 5 languages:

- Description of the portfolio
- Advantages and customer benefits of the Plug & Work portfolio
- Description and application areas of the product categories of the portfolio
- Description and advantages of the respective individual products

4. Videos

SCHUNK provides various videos and films in high resolution for use on the trading partner website:

- Video illustrating the commissioning of the electrical gripper EGH from the Techman Robot Plug & Work Portfolio

All videos are also available online at www.schunk.com or on the SCHUNK YouTube channel (<https://www.youtube.com/user/SchunkHQ>).

5. Social media

If the trading partner is active on social media platforms, SCHUNK provides prepared social media posts. These include images, text content and hashtags (#) in German and English. These materials must be used when distributing SCHUNK product information via social media.

6. Data sheet

SCHUNK provides the official product information sheet in German and English in the marketing package. This data sheet contains the relevant technical data and drawings of all products in the Plug & Work portfolio. Further technical data is also available with the respective individual products. Please check regularly that the documents are up-to-date at www.schunk.com.

7. Technical documentation

SCHUNK provides the current assembly and operating manuals in German and English in the marketing package. Please check regularly that the documents are up-to-date at www.schunk.com.

8. CAD data

SCHUNK does not provide CAD data in the marketing package. The CAD data of the individual products or combinations of different modules can be downloaded from www.schunk.com.

Contact person at SCHUNK

Philipp Zuber

Product marketing

Phone +49-(0)7133-103-2874

E-mail: philipp.zuber@de.schunk.com