comfortemp®

Weinheim, November 2020
Marketing Communication Europe

FREUDENBERG PERFORMANCE MATERIALS

CO-BRANDING ITEMS EUROPE



public

FREUDENBERG
INNOVATING TOGETHER

Brand promise:
Any challenge you might face can be done im comfort

With our brand promise we **empower your customer** to enjoy the great outdoors no matter the conditions. We want them to **embrace every moment**, to **feel free** without any restrictions and experience true freedom in that very moment. We value the importance of being able to move freely while keeping the body at the optimum temperature, no matter the journey or activity.

Our brand promise is the basis for our communication material.







Elevate your communication with comfortemp®

By integrating comfortemp® into your communication you will ...

- Upgrade your product awareness as a high **performance brand/product**
- Create a higher **quality awareness** at the customer‘s mind. And thereof a demand and product preference
- Communicate on **sustainability** advantage and increase the appeal of your product

With using synergy effects we build a strong partnership and strengthen our brands.

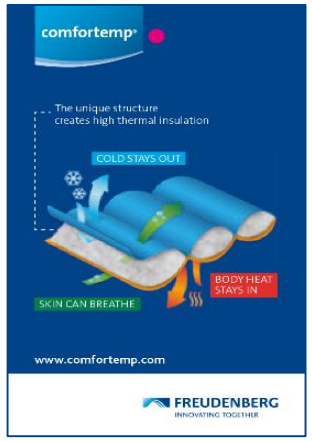


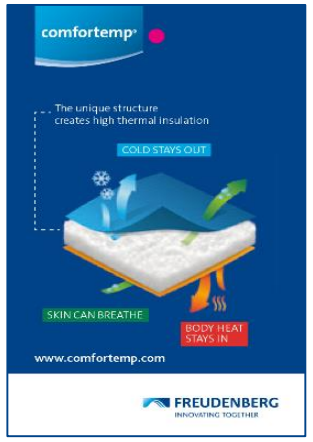
comfortemp® items
Overview

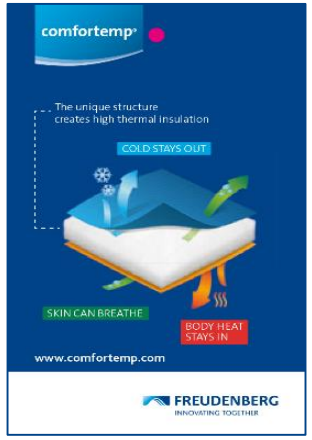
Free of charge per 1,5 rm/ 250 gr.: **1 Standard Hangtag + 1 Additional Item** (Technology Insert / Material Insert / Woven Label)

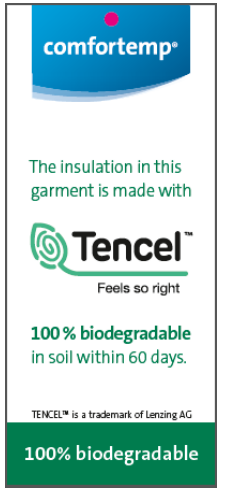
Standard		Additionals				
Hangtag	+	Technology Insert	or	Material Insert	or	Woven Label









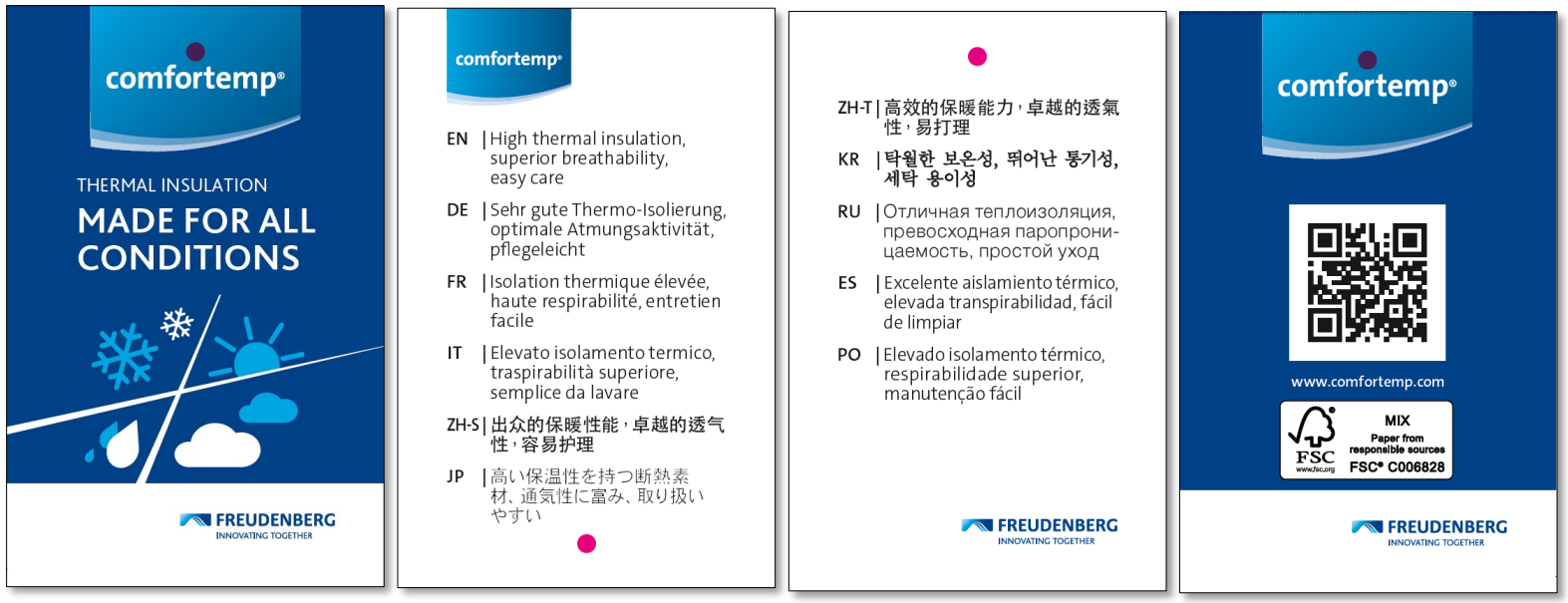






Please note: Further additional items can be added by invoice as well as more quantity than 1 piece per 1,5 rm/ 250 gr.

Standard global hangtag
Applies to all comfortemp products



COMFORTEMP STANDARD HANGTAG
SAP #53595383
EUR 0.028 p.p. item // 300pc/pack*

FOC

We deliver 1 standard global hangtag per 1,5 rm of padding/ 250 gr. of loose fibers
Hangtags are **not enclosed in shipment automatically**. If requested, order via customer service.

*rounded up

Technology insert
Roll goods / Fiberball padding / loose fibers



TECHNOLOGY INSERT ROLL GOOS
SAP #53595394
EUR 0.021 p.p. item // 300pc/pack*



TECHNOLOGY INSERT FIBERBALL
SAP #53595395
EUR 0.021 p.p. item // 300pc/pack*



TECHNOLOGY INSERT LOOSE FIBERS
SAP #53595396
EUR 0.021 p.p. item // 300pc/pack*

Choice of one Add-On Item is provided FOC

We deliver 1 technology insert per 1,5 rm of padding/ 250 gr. of loose fibers
Hangtags are **not enclosed in shipment automatically**. If requested, order via customer service.

*rounded up

Material insert
rPET / Tencel





MATERIAL INSERT rPET
SAP #53595397
EUR 0.021 p.p. item // 300pc/pack*

MATERIAL INSERT TENCEL
SAP #53595398
EUR 0.021p.p. item // 300pc/pack*

Choice of one Add-On Item is provided FOC
We deliver 1 material insert per 1,5 rm of padding/ 250 gr. of loose fibers
Hangtags are **not enclosed in shipment automatically**. If requested, order via customer service.

*rounded up

Labels
Woven label double / Woven label lining



WOVEN LABEL DOUBLE BLACK
SAP #53555820
EUR 0.03 p.p. item // 300pc/pack*

Choice of one Add-On Item is provided FOC
We deliver 1 woven double black per
1,5 rm of padding/ 250 gr. of loose fibers



WOVEN LINING LABEL
SAP #53588919
EUR 0.15 p.p. item // 300pc/pack*

Item not provided FOC

Hangtags are **not enclosed in shipment automatically**.
If requested, order via customer service.

*rounded up

comfortemp® Hangtags
Overview

	HANGTAG	Add-on / TECHNOLOGY INSERTS			Add-on / MATERIAL INSERTS	
						
ITEM NAME	**STANDARD HANGTAG**	**ROLL GOODS TECHNOLOGY INSERT**	**LOOSE FILL TECHNOLOGY INSERT**	**FIBERBALL PADDING TECHNOLOGY INSERT**	**RECYCLED (rPET) MATERIAL INSERT**	**TENCEL™ MATERIAL INSERT**
PRODUCT USE	all comfortemp® products	all comfortemp® products sold by the roll	all comfortemp® products sold by weight	comfortemp® fiberball HO 29xR Series	all comfortemp® products made with rPET content	comfortemp® Tencel produtcs
DESCRIPTION	Single-fold tag with descriptive sentence in 11 languages (EN, DE, FR, IT, RU, ES, PO, ZH-S, ZH-T, JP, KR)	Double-sided insert with product technical illustration, performance icons, and descriptive sentence (EN)	Double-sided insert with product technical illustration, performance icons, and descriptive sentence (EN)	Double-sided insert with product technical illustration, performance icons, and descriptive sentence (EN)	Double-sided insert (EN)	Double-sided insert (EN)
SIZE	90mm x 55mm (folded size)	90mm x 55mm	90mm x 55mm	90mm x 55mm	103mm x 44mm	103mm x 44mm
MATERIAL	FSC Mix Paper with UV Gloss	FSC Mix Paper	FSC Mix Paper	FSC Mix Paper	FSC Mix Paper	FSC Mix Paper
COST	Free of charge (1 per 1.5 linear meter/250g of product purchased); must be requested at time of material purchase order.	Choice of one Add-On item (Technology Insert, Material Insert (if applicable), or Seam Label) is provided free of charge (1 per 1.5 linear meter/250g of product purchased). Items must be requested at time of material purchase order.				
ORDER IN CHINA	SAP # 53597072 RMB 0.228 /pc (incl VAT) USD 0.033/pc	SAP #53597087 RMB 0.172 /pc (incl VAT) USD 0.025/pc	SAP # 53597088 RMB 0.172 /pc (incl VAT) USD 0.025/pc	SAP # 53597089 RMB 0.172 /pc (incl VAT) USD 0.025/pc	SAP # 53597090 RMB 0.172 /pc (incl VAT) USD 0.025/pc	Not available
ORDER IN EU	SAP # 53595383 EUR 0.028 / pc; 300pc/pack	SAP # 53595394 EUR 0.021 / pc; 300pc/pack	SAP # 53595396 EUR 0.021 / pc; 300pc/pack	SAP # 53595395 EUR 0.021 / pc; 300pc/pack	SAP # 53595397 EUR 0.021 / pc; 300pc/pack	SAP # 53595398 EUR 0.021 / pc; 300pc/pack

comfortemp® Woven labels

Overview

	WOVEN LABLES	
		
ITEM NAME	**WOVEN SEAM LABEL**	**WOVEN LINING LABEL**
PRODUCT USE	all comfortemp® products	all comfortemp® products
DESCRIPTION	Single-fold woven seam label	Woven label for jacket interior lining
SIZE	10mm x 30mm (Folded) + 5mm seam	85mm x 65mm
MATERIAL	PES	PES
COST	Choice of one Add-On item (Insert or Seam Label) is provided free of charge (1 per 1.5 linear meter/250g of product purchased). Items must be requested at time of material purchase order.	Items available for purchase. Lead time, if applicable, will be quoted by customer service during order processing.
ORDER IN CHINA	SAP # 53580793 RMB 0.374 /pc (incl VAT) USD 0.053/pc	SAP # 53585875 RMB 0.660 /pc (incl VAT) USD 0.094/pc
ORDER IN EU	SAP # 53555820 EUR 0.03 / pc; 300pc/pack	SAP # 53588919 EUR 0.15 / pc; 300pc/pack

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Thank you!



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