

PRODUCT CONTENT GUIDELINES



BUITEN BEGINT BIJ BEVER



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INTRODUCTION

Good product content is of great importance for online sales at Bever.nl. It is good to know what we expect from you, our supplier. And how we are enriching the supplied product content. To get a clear picture, we give a number of examples of good product content in these guidelines.

Bever strives to provide customers with the information they want to find on Bever.nl before they make a purchase decision. Good online visibility is an important element of it. And unique and commercial product descriptions, qualitative product images and a relevant overview of product features are essential. In addition, exceptionally high-quality product content results to more satisfied customers and fewer returns. this benefits us, but certainly you too; the supplier.

All parts of the requested product content are explained in these guidelines. If you can't provide us with the requested product content, we need to create this ourselves. However, this is not desirable, as it can cause delays in getting the products online on Bever.nl. In the absence of content, it is possible for us to take over the product content creation. Note: creation costs are charged for this. See page 11.

We look forward to a good cooperation.

PRODUCT TEXTS





A good product text gives customers complete information so that they exactly know what they want to buy after reading it. Offering the correct and complete information is even essential to motivate the customer to purchase. And by highlighting unique features, it becomes easier for the customer to compare products and make a choice. Also: strong and complete product texts also ensure a better find-ability via search engines.

In order to be able to present this short and clearly to our online customers, we specify this on Bever.nl in the form of bullet points. By short we mean one sentence, a maximum of two. A bullet point provides a specific explanation about an advantage of the features, wich weather conditions the product is most suitable for, for wich activities the product is made, or for what the product is less suitable.

Example of an online viewed product text:

Productomschrijving

- De SuperNatural Base Ticht 175 is een aansluitende, zeer elastische legging die je onder alle omstandigheden warm en comfortabel houdt.
- Hij is ideaal onder je skibroek als je op de piste staat, maar ook tijdens wandel en/of trektochten in de kou kun je onder je wandelbroek op deze legging vertrouwen.
- De unieke mix van **merinowol** en **polyester** houdt je warm.
- Het merinowol isoleert ook als de broek vochtig is maar dankzij het polyester droogt het wel snel.
- Het materiaal is bovendien geurbestendig waardoor je deze legging dag in, dag uit kan dragen zonder dat het gewassen hoeft te worden.
- Door het stretchmateriaal kun je de legging goed als onderste laag of bij intensieve activiteiten dragen.

GOOD PRODUCT TEXT CONTAINS AT LEAST:

- ✓ 1 sentence / bullet about the activities in which the product can be used.
- ✓ 1 sentence / bullet in which weather conditions the features of the product protect you.
Example: “Thanks to the Goretex membrane in this jacket, you will arrive dry at work.”
- ✓ 1 sentence / bullet about the fit / model.
- ✓ 2 sentences / bullets about the other features of the product, like the material and the additional advantages.
- ✓ 1 sentence / bullet with reason “why not with ..” or “less suitable for ..”
Example: “This jacket is less suitable for a good workout.” And: “Because of the roomy fit, this helmet is less suitable for you if you have a smaller head.”

AND MEETS THE FOLLOWING REQUIREMENTS:

- ✓ Minimum of 50 words
- ✓ Translated or written in fluent and correct Dutch
- ✓ The complete product name and brand in the text.
- ✓ No use of special characters, such as ® or ©.
- ✓ Written from the narrative perspective, not from the brand.
Example: “The backpack is made of ...” instead of “Our backpack is made of ...”

PRODUCT FEATURES





Complete product features are important for customers to be able to find and compare products by using filters on our website. Thereby it is valuable that customers can see the properties of the product in one overview. In short; with complete specifications a customer can find products better and make choices easier.

With product features we mean product properties such as weight, dimensions, material, and so on. Which product features we exactly need from your product, you'll see in the Excel document we attach with the product content request. We ask for various relevant features per product category. All properties must be filled in, even if the answer is 'no'. So for example, if a product is not waterproof, fill in: "No" in "Waterproof".

Example of online viewed product features:

Producteigenschappen

Samenstelling

Stof: 80% katoen, 20% polyester

Gewicht (g): 180

Specificaties: sneldrogend, ademend, Bluesign, Fair Wear Foundation

Pasvorm

Fit: Regular

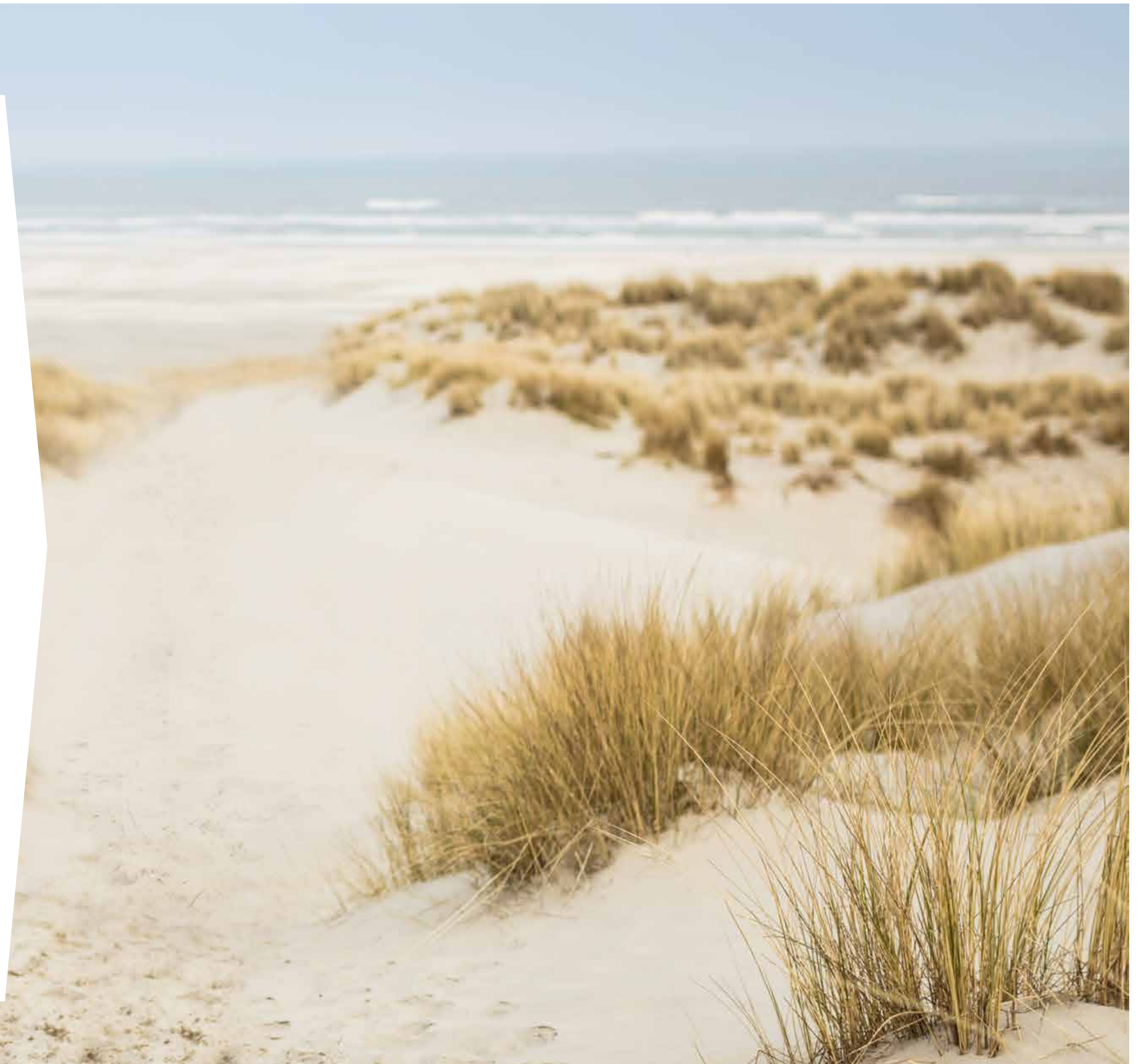
Model: Dames

Lengte: 73 cm in maat M

Onderhoud

Reinigen: Machinewas tot 30 graden

Droogvoorschrift: Niet in de droger



PRODUCT IMAGES





PRODUCT IMAGES GENERAL

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color as mentioned in the product categories on the next pages.

REQUIRED:

- ✓ The photos must give a realistic image of the product.
- ✓ Images have no shadow.
- ✓ The background is transparent
- ✓ In the file name, the product and product color code are the same as the codes on the supplier order.
- ✓ The images are supplied via a download link.

* If not supplied, we will charge creation costs to the supplier. See page 17.

CLOTHING

REQUIRED:

- ✓ Image 1: packshot front view
- ✓ Image 2: packshot back view (can also be on model)

DESIRED:

- ✓ Model photography, including full body shot
- ✓ Detail images
- ✓ Lifestyle images

BACKPACKS

REQUIRED:

- ✓ Image 1: packshot front view
- ✓ Image 2: packshot back view

DESIRED:

- ✓ Model photography, including full body shot
- ✓ Detail images
- ✓ Lifestyle images

TENTS

REQUIRED:

- ✓ Image 1: side view
- ✓ Image 2: floorplan

DESIRED:

- ✓ Images of all different sides
- ✓ Detail images
- ✓ Lifestyle images

HATS, BEANIES & GLOVES

REQUIRED:

- ✓ Image 1: front view

DESIRED:

- ✓ Model photography
- ✓ Detail images
- ✓ Lifestyle images

SHOES & SANDALS

REQUIRED:

- ✓ Image 1: side view (toe on the right side)

DESIRED:

- ✓ Bottom view (sole)
- ✓ Details images
- ✓ Images from different angles
- ✓ Model photography
- ✓ Lifestyle images

SOCKS, SLIPPERS & FLIP FLOPS

REQUIRED:

- ✓ Image 1: side view (toe on the right side)

DESIRED:

- ✓ Bottom view (sole)
- ✓ Details images
- ✓ Images from different angles
- ✓ Model photography
- ✓ Lifestyle images

ELEKTRONICS, CAMPING ACCESSOIRES & FURNITURE

REQUIRED:

- ✓ Image 1: front view

DESIRED:

- ✓ Model photography
- ✓ Detail images
- ✓ Lifestyle images



PRODUCT IMAGES - CLOTHING

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: packshot front view
- ✓ Image 2: packshot back view (can also be on model)

DESIRED:

- ✓ Model photography, including full body shot
- ✓ Detail images
- ✓ Lifestyle images





PRODUCT IMAGES - BACKPACKS & DAYPACKS

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: packshot front view
- ✓ Image 2: packshot back view.

DESIRED:

- ✓ Model photography, including full body shot
- ✓ Detail images
- ✓ Lifestyle images





PRODUCT IMAGES - TENTS

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

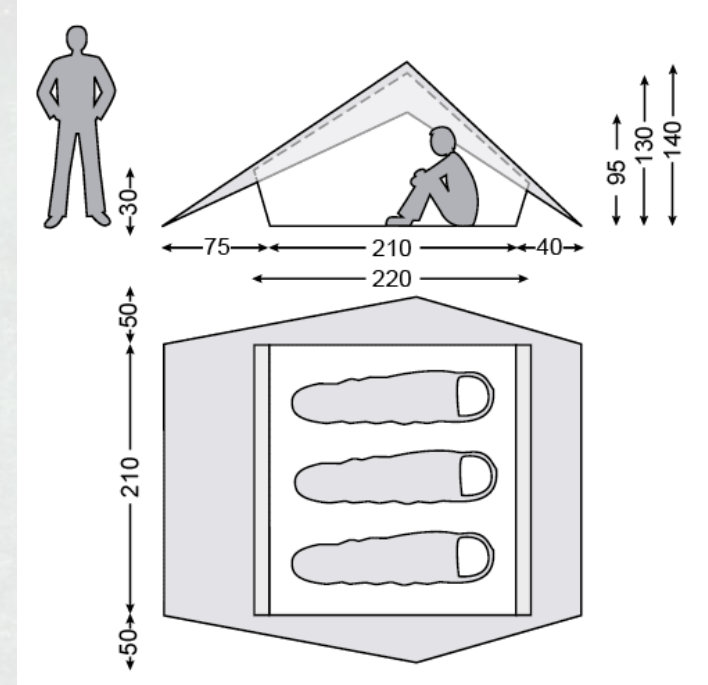
We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: packshot front view
- ✓ Image 2: floor plan

DESIRED:

- ✓ Views from every other angle.
- ✓ Detail images
- ✓ Lifestyle images





PRODUCTIMAGES - HATS, BEANIES & GLOVES

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: packshot front view



DESIRED:

- ✓ Views from every other angle.
- ✓ Detail images
- ✓ Model Photography





PRODUCT IMAGES - SHOES & SANDALS

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: side view (toe on the right side)

DESIRED:

- ✓ Bottom view (sole)
- ✓ Details images
- ✓ Images from different angles
- ✓ Model photography
- ✓ Lifestyle images





PRODUCT IMAGES - SOCKS, SANDALS & SLIPPERS

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Image 1: Side view (nose on the right side) / top view

DESIRED:

- ✓ Bottom view (sole)
- ✓ Details images
- ✓ Images from different angles
- ✓ Model photography
- ✓ Lifestyle images





ELEKTRONICS, CAMPING ACCESSOIRES & FURNITURE

The quantity and quality of the product images give the customer more and better insights to decide whether the product meets their wishes. In this case we can say: the more, the better.

We would like to receive at least the minimum of free standing packshots for every optional color in the as mentioned in the product category below.

REQUIRED:

- ✓ Front view



DESIRED:

- ✓ Bottom view (sole)
- ✓ Details images
- ✓ Images from different angles



PRODUCT VIDEOS



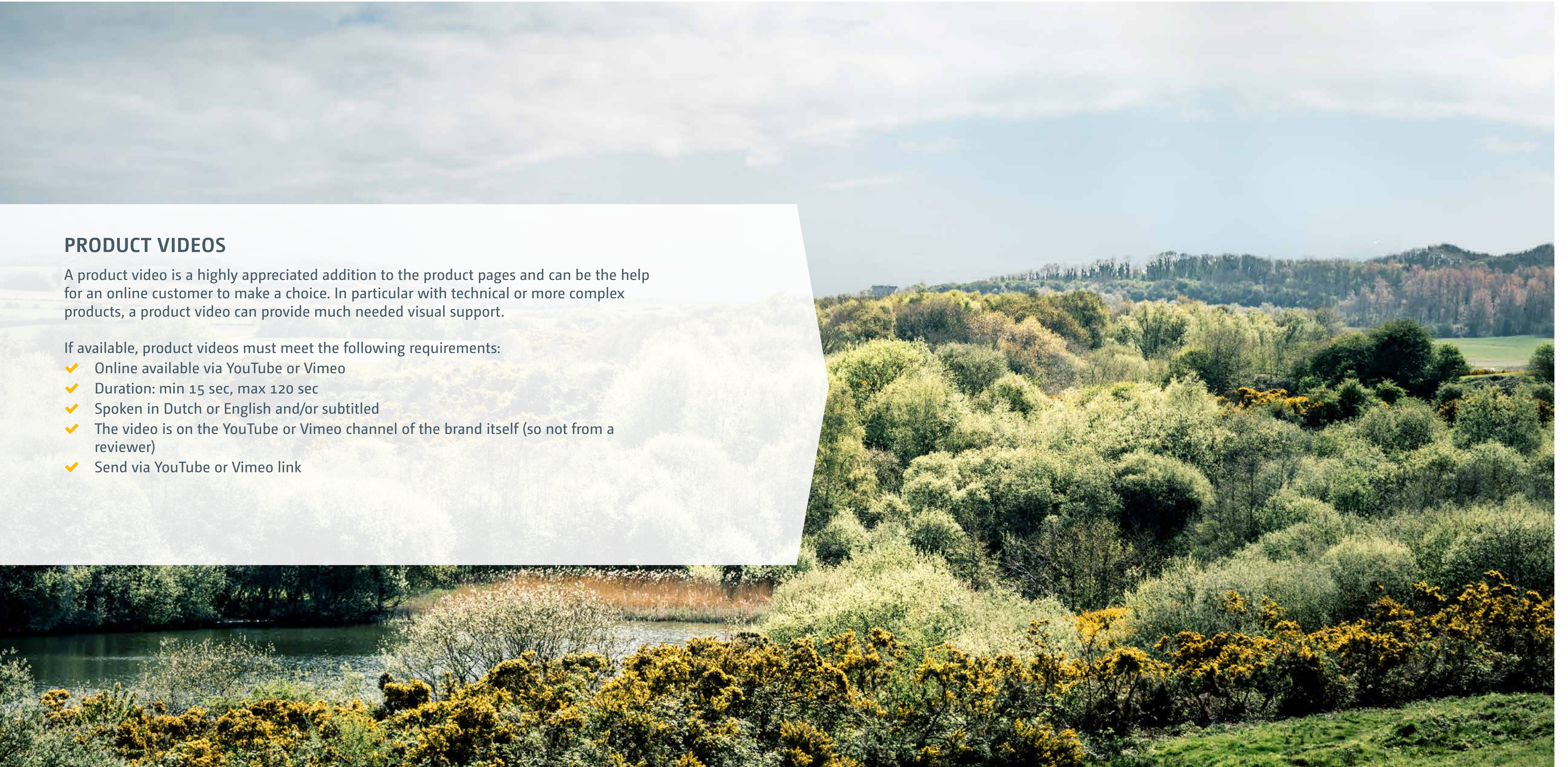


PRODUCT VIDEOS

A product video is a highly appreciated addition to the product pages and can be the help for an online customer to make a choice. In particular with technical or more complex products, a product video can provide much needed visual support.

If available, product videos must meet the following requirements:

- ✓ Online available via YouTube or Vimeo
- ✓ Duration: min 15 sec, max 120 sec
- ✓ Spoken in Dutch or English and/or subtitled
- ✓ The video is on the YouTube or Vimeo channel of the brand itself (so not from a reviewer)
- ✓ Send via YouTube or Vimeo link





COSTS

The supplier supplies Bever B.V. with product content prepared in accordance with these guidelines.

STOCKED RANGE & EXTENDED RANGE

If the content is not provided within the first communicated deadline, we will set a second deadline. If that doesn't result in a content delivery, we have to charge creation costs.

On the right side of the page you see an overview of the cost when the product content creation comes to our hands (excl. VAT). Keep in mind that when Bever must create the content every season (winter / summer) the prices will increase by 50% per season.

COST OVERVIEW

	COSTS	PER PRODUCT	PER PRODUCT COLOR
PRODUCT	TEXT	€15,-	
	FEATURES	€15,-	
	IMAGES		€30,-



BUITEN BEGINT BIJ BEVER

Ga naar buiten of naar Bever.nl

CONTACT DETAILS

Questions or uncertainties about the product content delivery? Please contact us via contact details below.

GENERAL

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TEAMLEAD PRODUCT CONTENT

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