

GUIDELINES

Product Content Bever



PRODUCT TEXTS

Our product texts are in clear bullet points. Here we explain what the product is suitable for, for what activity you use it and for what weather conditions. We mainly mention the benefits and a brief explanation of important features so that the customer can make the right choice.

GOOD PRODUCT TEXT HAS AT LEAST:

- 1 sentence/bullet about the activities(s) in which the product can be used
- 1 sentence/bullet in which weather conditions the product's features protect you
- Example: 'Thanks to the Goretex membrane in this jacket, you arrive at work dry'
- 1 sentence/bullet about the fit/model
- 2 sentences/bullets about the other features of the product, including the material and the additional benefits
- 1 sentence/bullet with reason 'why not with..' or 'less suitable for..'
Example: 'This jacket is less suitable for heavy sports.' And: 'Due to the loose 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.
- In the texts it is written with 'you' and 'your', not with 'you' and 'your'.
- No use of special characters, such as ® or ©.
- Written from a storytelling perspective, not from a brand perspective.
Example: "The backpack is made of.." instead of "Our backpack is made of.."

Algemeen

De Mountain 3L Jacket van Ayacucho is een complete hardshell voor wandelen en algemeen outdoor gebruik.

Bescherm je tegen harde wind en regen.

Het materiaal is ook ademend en je zult minder zweten dan in een gewone regenjas.

Dankzij de okselritsen kan je overbodige warmte kwijt.

Alle naden zijn volledig getapet.

De ritsen zijn goed waterwerend.

De buitenlaag is afgewerkt met een Bionic Eco Finish, water repellent PFC free DWR.

Je kunt de capuchon goed aansnoeren zodat deze met je hoofd meebeweegt.

Je rolt de jas klein op in de capuchon wanneer je deze niet nodig hebt.

Deze shell-jas biedt geen isolatie, maar je kan 'm wel makkelijk over een fleece of donsjas dragen. Zo ben je goed op wisselende omstandigheden gekleed.

SUSTAINABILITY IN PRODUCT TEXTS

ACM has stricter rules when we talk about sustainability in product texts (and features).

Because this is such an important and sensitive topic; see on the right useful guidelines that should be applied in the supplied product content.

See next page for necessary do's and don'ts.

GUIDELINES

- Use correct, clear, specific and complete sustainability claims
- Substantiate sustainability claims with facts, explain them and keep them up to date
- Make fair comparisons with other products
- Describe future sustainability ambitions in concrete and measurable ways

SUSTAINABILITY EXAMPLES

- DO'S & DON'TS

DON'T	EXPLANATION	WEL GESCHIKT
Dit lichtgewicht donsjack is gemaakt met gerecycled materiaal - biedt veel warme voor weinig gewicht.	It is not described here what percentage of recycled material this product consists of and what material it concerns.	Dit lichtgewicht donsjack is voor [x percentage] gemaakt van [gerecycled wol/polyester?] - biedt veel warme voor weinig gewicht.
Dit lichtgewicht donsjack is voor [x percentage] gemaakt van [gerecycled wol/polyester?] - veel warme voor weinig gewicht.	Mentioning a percentage is an example of a concrete specific claim. However, it is not clear which materials are used in the product ('range of recycled materials').	Dit product bestaat uit ten minste 70% aan gerecyclede grondstoffen: [materiaal x (%), materiaal x (%) en materiaal x (%).
Een hoogwaardige 3-laags ademende en waterdichte hardshell jas. Duurzaam geproduceerd.	There is no substantiation for the claim 'sustainable'.	Een hoogwaardige 3-laags ademende en waterdichte hardshell jas. [Deze jas is gemaakt van [50% gerecycled polyester/wol/katoen] [en eventueel water- of Co2 percentages vermelden indien beschikbaar)].
Duurzame keuze: MERK X is B Corp gecertificeerd en vergroent 100m² per verkocht product om opwarming van onze planeet tegen te gaan. De hardshell jas is gemaakt van 50% gerecycled materiaal met PFC-vrij DWR om de impact op het milieu te verminderen.	• A B Corp certification is insufficient substantiation for the claim of 'sustainable choice'. • You can only substantiate this claim with extensive evidence (for example an LCA). • Do not give the impression that legal claims are made obligations or standard features are sustainability benefits. Check with PFC-free DWR whether this is the case. • Made from 50% recycled material is not specific enough	Duurzamer alternatief: De hardshell jas is gemaakt van 50% gerecycled [polyester?] en behandeld met een PFAS-vrije vuil- en waterafstotende impregnering (PFC-vrij Durable Water Repellent). MERK X is B-corp gecertificeerd.

PRODUCT FEATURES

Complete product properties are important to properly inform the customer about the product. It is also very important to be able to find and compare the product using filters and comparison tools on our Bever.nl.

In our Product Content request document (Supplier Request Document) we request all features that we at least want to know and really need (Must Have features, colored dark green in the SRD), that we should know (Should Have, colored medium green in the SRD) and which we would like to include (Would Have, colored light green in the SRD).

It is important that all requested relevant product properties are supplied at least Would Have.

Specificaties	
<u>Gewicht (g)</u>	530
Kenmerken	
Stretch	Ja
Reflecterende details	Ja
<u>Tweewegrits</u>	Ja
Verstelbare manchetten	Ja
Capuchon	Ja
Capuchon verstelbaar	Ja

PRODUCT IMAGES

GENERAL

It's actually very simple: the more and the better the product images are, the more insight the customer has to determine whether the product meets his/her needs.

For the product groups on the following pages, we would like to receive at least the following number of free-standing packshot images of each product color.

REQUIRED SPECIFICATIONS

- Completely free-standing, without shadows in the background. Or with gray background in RGB240
- In the file name, the product and product color code are the same as the codes on the supplier order
- Images are supplied via download link or properly functioning database

PRODUCT IMAGES REQUIRED/DESIRABLE

CLOTHING REQUIRED

- Image 1: pack shot front view
- Image 2: pack shot rear view (may also be on model)

HIGHLY DESIRABLE:

- Model photography, including full body shot
- Detail photos
- Atmospheric images

BACKPACKS REQUIRED:

- Image 1: pack shot front view
- Image 2: Packshot rear view

HIGHLY DESIRABLE:

- Model photography
- Detail photos
- Atmospheric images

TENTS REQUIRED:

- Image 1: Side view
- Image 2: Map

HIGHLY DESIRABLE:

- Images of all other views
- Detail photos
- Atmospheric images

HATS & GLOVES REQUIRED:

- Image 1: Front view

HIGHLY DESIRABLE:

- Detail photos
- Atmospheric images
- Possibly model photography

SHOES & SANDALS REQUIRED:

- Image 1: side view (nose right)

HIGHLY DESIRABLE:

- Bottom view image (sole)
- Detail photos
- Images of all other views
- Possibly model photography
- Atmospheric images

SOCKS, SLIPPERS & SLIPPERS REQUIRED:

- Image 1: side view (nose right)

HIGHLY DESIRABLE:

- Bottom view image (sole)
- Detail photos
- Images of all other views
- Atmospheric images

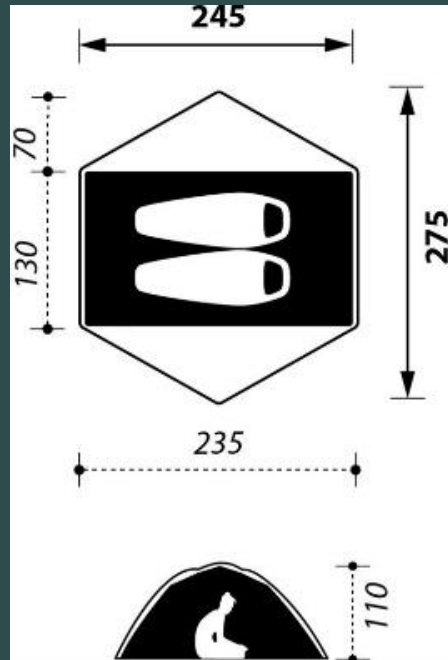
ELECTRONICS, CAMPING ACCESSORIES & FURNITURE REQUIRED:

- Image 1: Front view

HIGHLY DESIRABLE:

- Detail photos
- Atmospheric images
- Images of all other views

DESIRED IMAGES - EXAMPLES



DESIRED IMAGES - EXAMPLES



PRODUCT VIDEOS

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

REQUIRED SPECIFICATIONS

- Available online via YouTube
- Duration: min 15 sec, max 120 sec
- Dutch or English spoken and/or subtitled
- The video is on the brand's YouTube channel itself
- (so for example not from a reviewer)
- Delivery via YouTube link

PRODUCT CONTENT CREATION COSTS

The supplier provides Bever B.V. of product content that has been prepared according to our guidelines. If we do not receive product information (text and features) and/or images, we will have to charge costs per product (color) for creating the content.

We will then have to charge the costs shown here on the right. The supplier will be informed of this in advance.

COSTS	PER PRODUCT	PER PRODUCTCOLOR
TEXT	17,50	
PRODUCT FEATURES	17,50	
IMAGES		35,-

CONTACT DETAILS

Questions or uncertainties regarding the product content delivery? Please contact us using the contact details below.

GENERAL

Email: content@bever.nl

Phone number: +31(0)79 347 1111

TEAM LEAD PRODUCT CONTENT

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