

## **LUTRON EUROPE BRAND QUALITY STANDARDS BACKGROUND**

Lutron has adopted these Europe Brand Quality Standards (“Standards”) with respect to Lutron products in Europe. In particular, Lutron has determined that adoption of these Standards is an important component of its strategy to properly support sales, preserve and protect the value of its intellectual property and its rights therein, and ensure that the Lutron line of products is supported with aggressive marketing, effective product presentation and placement, and pre-sale and post-sale customer service and education in Europe. These Standards are subject to change at any time by Lutron, in its sole discretion, and become effective immediately.

## **STANDARDS APPLICATION**

These Standards apply to all purchasers of Lutron products who buy directly from Lutron (“Lutron customers”) and who now or hereafter sell Lutron products in Europe to sub-tier purchasers (“Lutron re-sellers”), as well as designers and installers (collectively, “Lutron partners”). All Lutron partners are required to abide by these Standards, which shall also be incorporated into any applicable Terms and Conditions of Sale. In addition, Lutron customers and re-sellers must notify their customers of these Standards and ensure that their customers who re-sell Lutron products also adhere to these Standards. “Marketplace” operators (companies that offer web-based product advertisement, order fulfilment and/or payment processing services) are responsible for assuring that re-sellers of Lutron products utilising their Marketplace adhere to these Standards.

### **General use of photographic assets**

#### **Product Photography**

1. Lutron partners may use any Lutron photography of products they have been authorised to design, sell, or install. The photography must be used for the purposes of promoting Lutron and Lutron products.
2. Most product photographs are available for download from the [image library](#) (accessible via log-in credentials).

#### **Application Photography**

1. All application photography must be used exclusively for the purpose of promoting Lutron and Lutron products. Lutron images are not intended for use in a general company brochure or advertisement or in literature/promotional vehicles that advertise or promote competitive products.
2. The images cannot be modified in any way from their original form.
3. All Lutron images should include our copyright: ©2018 Lutron Electronics Co., Inc. (Date must reflect the current year.)
4. An authorised Lutron marketing representative must approve any promotional materials that use Lutron application photographs.

These guidelines must be complied with in order for a company to receive co-op or marketing funds reimbursement.

## Online use of Lutron brand and assets

**No** Lutron products are to be marketed or sold to businesses or consumers via online transactions, unless the following requirements are maintained by Lutron partners:

1. The name Lutron, any Lutron brand name, or Lutron's trademarks, may not be part of the global site name or root URL of any other company e.g. "[lutrondimmersonline.com](http://lutrondimmersonline.com)".
2. Online re-sellers using online advertising (i.e. banner ads, pay-per-click, etc.) who include any Lutron brand name(s) in the advertisement must use a destination URL that brings the consumer to a page containing the relevant Lutron products.
3. Applicable Lutron partner site must be clearly designated as re-seller of Lutron products (as well as clearly designate the website owner/operator) and not a Lutron owned or operated site.
4. Lutron approved product imagery and/or logos must be used in all cases for online sales.
5. Lutron and associated sub-branding must appear immediately adjacent to the product photo.



Lutron  
GRAFIK Eye QS  
Six zone main unit, White

6. Lutron partner may use a designated Internet catalogue number or store SKU# but the Lutron name, sub-brand, features, specifications, and manufacturer's model number must be referenced in the product description.



Lutron  
GRAFIK Eye QS, 6 zone main power control unit,  
Matte White, 500W/channel, 2300W total  
Model: QSGRK-6PCE-WH  
€1,210.00 each or £990.00 each

7. Product description and associated copy must be approved by or supplied by Lutron.
8. Lutron and sub-brands must be designated by their appropriate trademarks as supplied by Lutron.  
See Lutron's [Trademark Style Guide](#).
9. Lutron logos and product imagery may be reduced in size to accommodate site design but may not be enlarged beyond the original 1:1 pixel ratio.
10. Lutron logos and product imagery may not be altered, stretched, colorised, or otherwise adjusted or enhanced.

11. Acceptable use of the Lutron logo is from Lutron authorised artwork as black or white only.
12. Photo assets and logos may be downloaded from the [image library](#) (accessible via log-in credentials).
13. Provide live customer telephone-based support during normal business hours, Monday through Friday.
14. Provide secure shopping cart and SSL certification for the full online transactional process.
15. Clearly disclose return policy and shipping terms.
16. Provide order status updates and order tracking.
17. Observe the highest standards of fair dealing, positively contribute to maintaining the reputation of Lutron and its partners, and refrain from any deceptive practices, including, but not limited to, bait and switch, misrepresentation of product quantities available for immediate sale, or misrepresentation of product features, consumer benefits, or operational characteristics.
18. Keep and maintain only up-to-date product information and materials regarding Lutron products on websites.
19. Online marketing of Lutron's products MUST include the communication of features, benefits, available components, and an explanation of the design, installation, and programming services provided by the Lutron partner.

## **LUTRON BRAND QUALITY STANDARDS ADMINISTRATOR**

The Lutron Brand Quality Standards administrator is the only Lutron representative authorised to answer questions regarding these Standards. Any comments or questions you may have regarding these Standards or their implementation should be directed to the Lutron Brand Quality Standards administrator at [salespolicyenforcement@lutron.com](mailto:salespolicyenforcement@lutron.com).

**EFFECTIVE DATE:** 20 July 2018

See: [Lutron.com/SalesPolicies](http://Lutron.com/SalesPolicies) for current version of these Standards.

Lutron is a trademark of Lutron Electronics Co., Inc., registered in the U.S. and other countries.  
For a complete list of all Lutron registered and common law trademarks, please visit [lutron.com/trademarks](http://lutron.com/trademarks).



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