



September 2013

I PREFER 30° POS MATERIAL

An initiative from the detergent industry
to promote low temperature washing.

Supported by GINETEX
The GINETEX logo consists of a stylized washing machine icon followed by the letters "GINETEX" and a registered trademark symbol.

WWW.IPREFER30.EU

POS MATERIAL

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A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, together with the laundry detergent companies, have joined forces to spread the message of lower temperature washing. Creatively supported by Saatchi & Saatchi, they have developed the I prefer 30° campaign. The benefits are many, from excellent cleaning results to protecting the environment. This campaign calls on you, to help spread this message of lower temperature washing through many means one of which is POS material.

This presentation gives an extensive array of exciting POS material which you can create and customise with your own brand logo to promote this message of sustainability. The POS material outlined here can be used across a whole range of platforms from in-store wobblers and product tags, to outdoor posters and trolleys.

The POS material was designed in a way that highlights the campaign message but never detracts from your product. The material is flexible enough that it can be produced on existing POS material that you may have already developed without encroaching on your design.

Help us spread this valuable message of lower temperature washing and together we can encourage people to adapt their washing habits for a better future for all of us.

2° ON PRODUCTS IN STORES
Campaign branding element on washing machine



2° ON PRODUCTS IN STORES
Product tag on detergent bottles or packs



3° ON TEXTILE

Tote bag

In no case shall the logo be presented as a care label symbol on textile and clothing products and/or textile tags. However, it may be used by textile and clothing retailers/designers on point of sale materials, bags and other similar items in the framework of the campaign.



NOTE:
DO NOT USE IT
ON CLOTHING
CARE LABELS &
CLOTHING TAGS.



4° IN-STORE MATERIAL
Stickers



4° IN-STORE MATERIAL
Wobblers or shelf stoppers



4° IN-STORE MATERIAL
Shopping bag



4° IN-STORE MATERIAL
 Insertion in retailer magazine

Een vleugje frisheid

Supergeconcentreerd
vloeibaar wasmiddel
Actif-Care
Dreft
925 ml
promoprijs per L: 10,80 €

9[€]
Per 23 doseringen

Geconcentreerd
vloeibaar
wasmiddel
lavendel
Dixan
2,475 L
promoprijs per L: 4,60 €

11[€]
Per 23 doseringen

Supergeconcentreerd
vloeibaar wasmiddel
lavendel
Dash
925 ml
promoprijs per L: 10,80 €

9[€]
Per 23 doseringen

Navulling
geconcentreerd
vloeibaar
wasmiddel
Extreme Power
Dixan
1,87 L
promoprijs per L: 5,54 €

9[€]
Per 23 doseringen

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**I PREFER
30°**

An initiative from the detergent industry
to do more for temperature washing.

6[€]
Per 20 doseringen

voor al je wasgoed

Set wasverzachters
met melkkluisjes
Soupline
normale prijs 13,5 € - 4,39 €
promoprijs per L: 2,39 €

-1,20[€]
op de verpakking

7[€]
Per set van 2 x 1,5 L

Wasverzachter
Wandeling in de
tuin Silan
promoprijs per L: 2,99 €

4[€]
1,5 L

Vloeibaar
wasmiddel
Black Velvet
Coral
1,5 L
promoprijs per L: 5,60 €

8[€]
Per 23 doseringen

Wasverzachter
Energy fuchsia
Lenor
promoprijs per L: 2,66 €

3[€]
1,5 L

Waspoeder Actilift Color
Ariel
4 kg
promoprijs per kg: 3,82 €

15[€]
Per 50 doseringen

Supergeconcentreerd
vloeibaar wasmiddel
Black
Woolite
923 ml
promoprijs per L: 9,45 €

8[€]
Per 23 doseringen

-5[€]*
bij aankoop van 20 €
aan producten afgebeeld
op pagina 1 tot 9

1 liter per aanpakking of per product, ** verspreid aan de kassa, ** verspreid aan de kassa, de afgeleverde prijs houdt rekening met de levering

4° IN-STORE MATERIAL
Trolley



5° **OUTDOOR MATERIAL**
Poster



5° EXISTING MATERIAL
Window display exception



5° EXISTING MATERIAL
Clothing store receipt exception

Mon-Fri 8:00 AM-6:00 PM
Sat 9:00 AM-5:00 PM
Sun Closed

Order Date: 19/10/2012 Time: 10:52 AM
Served By: Ehsan

Order Detail:

1) Trousers x1 Shorten - Normal	18.00
2) Suit Jacket x1 Shorten Sleeves - With Vent	45.90
3) Shirt x1 Shorten Sleeves - Original	31.90

Payment Detail:

Total Alterations: 95.80 GST: 0.71
Deposit: 0.00
Amount Due: 95.80

Please keep the receipt for collection on:
Friday
19/10/2012 11:00 AM

Item(s) will be kept for one month only.



WWW.IPREFER30.EU

Please keep the receipt for collection on:
Friday
19/10/2012 11:00 AM

Item(s) will be kept for one month only.



6° POS CUSTOMISATION - UNBREAKABLE RULES

The must haves

All communication products should contain the four key elements of the campaign: the wash tub (also referred to as the “campaign logo”), the GINETEX logo, the URL, and the signature.

These four elements must be considered as constituent elements of the campaign, and should be systematically used whether it is on the visuals presented in the guidelines, or any other communication material.

Wash tub



URL “ www.iprefer30.eu”

WWW.IPREFER30.EU

GINETEX Logo



Signature

An initiative from the detergent industry to promote low temperature washing.

6° POS CUSTOMISATION - UNBREAKABLE RULES

The must haves

The communication material produced in collaboration with partners should observe the following rules, in terms of position and proportion of the signature elements and the wash tub logo. The visual examples of the customisation options described below can be seen on the following page.

As a first overarching rule, the space for signatures should not represent more than 10% of the height of the document. The space is divided in four squares vertically, which will be used as a yardstick.

As illustrated on the following page, the signature and GINETEX logo should be positioned at a distance of two x's from the left edge (left hand side); and the URL at one x from the top of the space (on the right side).

The logo of the partner should be placed centrally (in the height).

The words “In partnership with” (or their approved A.I.S.E. translation) should always be used before introducing the campaign partner name/logo.

Regarding the wash tub a partner can choose between Option 1 and Option 2. Option 1 allows the partner to use the IP30 wash tub in its original form and simply customise the signature as mentioned. Alternatively a partner can choose Option 2 and include their brand name as part of the the wash tub symbol.

If a partner's brand name is longer than one word this can also be accommodated, as can be seen in the visuals on the following page.

NB: for both Options 1 and/or 2, the partner may choose to use either its corporate company/organisation name or a brand name.

It is important to note that the customised logo and signautre should never be used alone. They should always be part of the 4 key elements which constitute the campaign as mentioned on the previous page.

Further details on customisation, while respecting the 4 key elements, can be found on the subsequent pages.

The campaign font should always be respected when customising the wash tub logo and all brand names within the wash tub should be written in the Interstate font - see section 4° for more details. The partners can however use their official brand logo as part of the signature customisation.

Please see the next page for visual examples of the above guidelines.

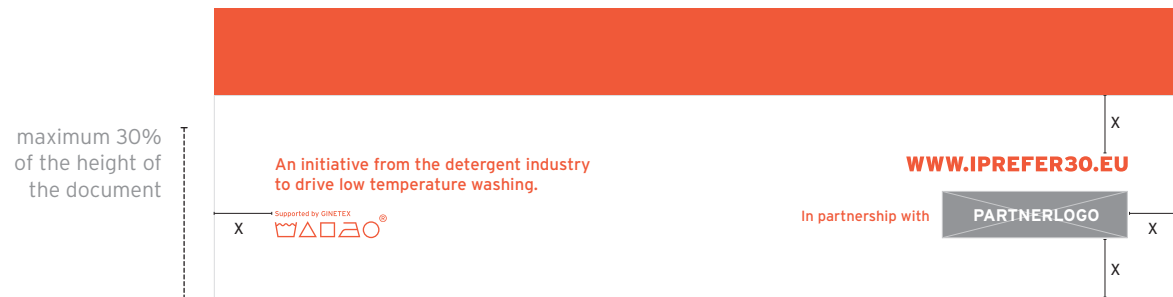
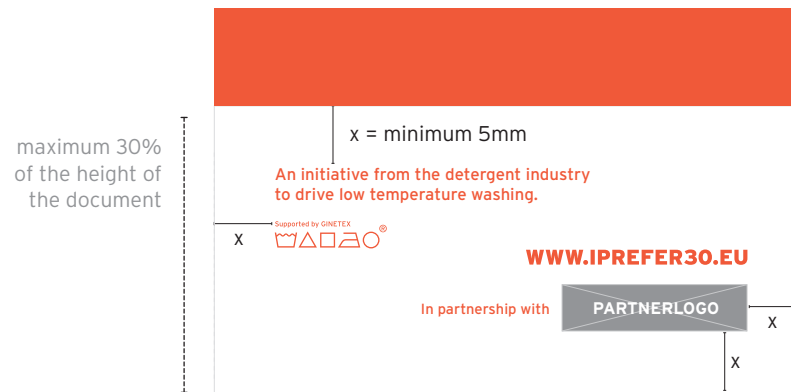
6° POS CUSTOMISATION - UNBREAKABLE RULES

In partnership with...

The communication material produced in collaboration with partners should observe the following rules, in terms of position and proportion of the signature elements.

As a first overarching rule, the space for signatures should not represent more than 30% of the height of the document.

A minimum distance of 5 mm from the coloured box should always be maintained when writing the signature. Whatever distance is eventually chosen it should then be replicated on all sides of the white box.



6° POS CUSTOMISATION
Customisation examples



Tote bag



Wobblers on detergent bottle

6° POS CUSTOMISATION

Customisation examples



Sticker examples



Wobbler example



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to promote low temperature washing.

Supported by GINETEX


The GINETEX logo consists of a series of five stylized icons: a washing machine, a triangle, a square, a circle, and another circle, all in white.

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