



WE CREATE MOMENTS OF WELL-BEING SINCE 1990

## Guidelines for the use of image and video materials

Dear Partners,

For more than 35 years, our furniture has stood for distinctive design, craftsmanship, and exceptional quality. The same level of care goes into creating our photo and video worlds. We are pleased to make this high-quality content available to you so that you can present our products in an inspiring way.

Of course, you may use these materials free of charge, provided that the following guidelines are respected. The right of use is non-exclusive and non-transferable.

### 1 – Where may the content be used?

The files provided in the downloadcenter and your dealer account may be used:

- on your website and in your online shop
- on your social media channels (both non paid and paid posts)
- in newsletters or digital brochures
- in print materials (flyers, advertisements, catalogues)
- in paid online advertising

Format adjustments such as cropping or resizing are permitted. However, the visual itself must not be altered (no filters, colour changes, or retouching).

Please note: Not all content on our website or social media channels is automatically approved for reuse. For your own communications, please use only the files available in the official downloadcenter or in your dealer account (extranet.mobitec.be). Content that is not provided there is intended exclusively for Mobitec's own communication.

Our posts can of course be easily shared directly via the respective platforms - something we truly appreciate, as it strengthens our shared visibility.

## 2 – Attribution is required

Whenever the materials are used, it must be clearly indicated that the furniture shown is a Mobitec product.

Depending on the medium, attribution should be made as follows:

- **Website / Online shop**  
In the product title or product description (e.g. *“Lotus Chair by Mobitec”*).
- **Social media**  
In the caption and by tagging our account.
- **Print**  
Directly next to the product shown (e.g. below the image or in the product description).
- **Digital advertising**  
For paid advertisements (e.g. Meta Ads, Google Ads, or print advertisements), the reference to Mobitec as the product brand must appear either in the ad text or clearly within the layout.

Examples of correct wording:

- *Lena dining chair by Mobitec*
- *Eclipse table – Mobitec*
- *Chair: Mobitec*

## Official Mobitec Accounts

Instagram: <https://www.instagram.com/mymobitec>

LinkedIn: <https://www.linkedin.com/company/mymobitec/>

Pinterest: <https://de.pinterest.com/mymobitec/>

Facebook: <https://www.facebook.com/mymobitec/>

## 3 – Not permitted

- Using the materials without mentioning Mobitec
- Presenting Mobitec settings or imagery as your own designs or collections
- Downloading or copying non-approved content from our website or social media channels
- Using screenshots or low-quality files
- Sharing the materials with third parties (except for agencies acting on your behalf)

These guidelines are intended to provide clarity and support smooth collaboration. In case of repeated violations, we reserve the right to withdraw the usage permission.

We truly appreciate your support in presenting our brand and are delighted if our imagery helps enrich your communication.

If you have any questions or need assistance, please feel free to contact our marketing team at any time: [marketing@mobitec.be](mailto:marketing@mobitec.be)

Warm regards,  
Your Mobitec Team