



# Catalogue Presentation



In this template we ask you to submit the necessary information for the **English language version of your Catalogue Presentation** on the LUMITOS portals. Please fill in the grey fields.

## 1 Catalogue Name / Identification

- Please indicate the name of your catalogue (for internal use only, will not be displayed)

Identification:

## 2 E-Mail Address for Reader Enquiries

- To this e-mail address we will send all the **English language** enquiries (leads) regarding your catalogue
- For privacy reasons, the e-mail address will not be visible to readers

E-Mail Address :

## 3 Title

- Mention the main customer benefit, the instrument type or application
- Focus on the product's unique selling proposition

Title:

## 4 Subtitle

- Do not repeat the headline literally or in substance
- Clarify what the headline means to say
- Title and subtitle appear together and thus should form a meaningful unit

Subtitle:

## 5 Short Teaser Text for List Views

- Short description of the catalogue and its main features
- Text should appeal to the readers and encourage them to click
- Grammatically complete sentences only

Short Teaser Text:

### Contact:

LUMITOS GmbH  
Eichenstraße 3 A  
12435 Berlin  
GERMANY

T: +49 30 2045680  
F: +49 30 204568-70  
E: [order@lumitos.com](mailto:order@lumitos.com)



# Catalogue Presentation

## 6 Catalogue Description

- One catalogue per presentation only
- The catalogue description should include the following information:
  - The catalogue's target group
  - Contents of the catalogue/product areas
  - Advantages/improvements for the user by using this catalogue
- When using bullet points: the most important facts only please, NOT a complete specification
- No profile of your company. The focus must be on the catalogue
- To make reading as easy and straightforward as possible, ® and ™ marks are not permitted in headlines, sublines and captions. These marks can be inserted once in the copy text, where the corresponding names are used for the first time

Catalogue Description:

## 7 Catalogue Keywords

- Here you can enter **English language keywords** to classify your product and its applications (method, technique, instrument type, etc.)
- Please also consider alternative names or synonyms
- Your keywords are routinely checked by the LUMITOS editorial team and may be changed to optimally present your catalogue on our portals

Catalogue Keywords:

## 8 Link to Your Catalogue Website

- This link leads readers to the dedicated English language web page of your advertised catalogue on your company's website

Catalogue Website URL:

## 9 Catalogue Images & Captions

- Please send us up to five images of your product (do not embed in this file)
- We recommend one image to be a complete cover of the catalogue
- Images should be sent as GIF, JPG, PNG or TIF files
- Highest possible resolution, with the width of all images at least 1,000 pixels
- Please enter the images in the order in which they should appear on the portals

### Contact:

LUMITOS GmbH  
Eichenstraße 3 A  
12435 Berlin  
GERMANY

T: +49 30 2045680  
F: +49 30 204568-70  
E: [order@lumitos.com](mailto:order@lumitos.com)



# Catalogue Presentation

File Name of Image 1: Caption to Image1:

File Name of Image 2: Caption to Image 2:

File Name of Image 3: Caption to Image 3:

File Name of Image 4: Caption to Image 4:

File Name of Image 5: Caption to Image 5:

## 10 Catalogue Brochure & Flip Catalogue(optional)

- Studies have shown interactive content, such as brochures and videos, to greatly increase the number of product presentation page views
- Please send us the **English language catalogue brochure** as a PDF file
- PDF files for creating a flip catalogue must meet the following requirements:
  - Portrait format (upright), roughly A4 proportions
  - No password protection
  - RGB color space
  - No crop marks
  - Character set for texts: ANSI / IS
  - Even number of pages

Finally, save this file and send it by e-mail to [order@lumitos.com](mailto:order@lumitos.com), along with the catalogue images and PDF.

### Contact:

LUMITOS GmbH  
Eichenstraße 3 A  
12435 Berlin  
GERMANY

T: +49 30 2045680  
F: +49 30 204568-70  
E: [order@lumitos.com](mailto:order@lumitos.com)