



Company Presentation

This check list helps you to compile the additional material for your Premium Company Presentation, which we will update for you. All you need to do is send the appropriate information and files to order@lumitos.com

1. Image picture

The image picture gives your Company Presentation a unique appearance and can be designed to comply with your corporate identity (CI) guidelines. It allows you to visually set yourself apart from your competitors.

- Size: at least 1,000 pixels wide and between 150 and 250 pixels high
- File format: jpeg or png
- Display suggestions: company headquarters, staff photo or image representing your line of business, e.g. pipetting
- The image picture may contain neither text (e.g. your claim or your website URL) nor your company logo. Those elements are separate parts of your Company Presentation and are displayed immediately below the image picture
- Make sure that you possess the appropriate legal rights to use the image picture, including for other communication channels than your own company's

2. Tagline

The tagline (also known as endline, slogan, pay off, claim or signature) is the motto of your company. It is typically used in conjunction with the company name or company logo.

- Well-known examples: BASF - We create chemistry; BIOTEST - From Nature for Life
- You can use your English language tagline for the other language versions of your Company Presentation as well. Alternatively, please tell us what it is in German, English, Spanish and French

3. Corporate video

A corporate video gives you the opportunity to use not only text and images, but also video as an information channel, helping potential customers get an impression of your company and its line of business.

- Link to download the video in up to four languages (German, English, Spanish, French)
- Alternatively, link(s) to your video on YouTube
- If you want to use your English language corporate video for other language versions of your Company Presentation (for example, if you do not have it in the other languages), please let us know

Contact:

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- Please do not send us any product videos - we will not publish them in your Company Presentation

4. Memberships in associations

Add your company's memberships in business and science associations to your Company Presentation. This gives potential customers a clearer picture of your company, enhancing confidence in it

Please send us a list of your memberships by e-mail. We'll then update your Company Presentation accordingly (subject to a check of your associations for industry relevance)

5. Brand names

Being able to state your product brands gives you a further possibility to set yourself apart from your competitors. Users who, in the run-up to a product acquisition, look for brand names rather than instrument types are thus able to find and reach you directly.

- Please send us a list of your brand names by e-mail, we will update your Company Presentation accordingly.
- Please ensure that your company (if applicable, as the sales representative) is entitled to use the brand names.
- The brand names will not be marked separately by a ® or a ™ in your Company Presentation.

Note: We have found that the most successful Company Presentations are the most complete ones. Should certain information not be available at the moment, please send us what you currently have. Your presentation can be completed at any time later on.

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