

# DEDON



MARKETING  
GUIDELINES  
2018



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# 1. FOREWORD & BRAND-BUILDING TOGETHER

Dear DEDON partner,

For more than 27 years, DEDON has represented exceptional design, outstanding quality and the utmost comfort.

In the past year, we have further expanded our position as a world-leading outdoor furniture manufacturer. Inventors of the “outdoor living room”, we have not only redefined luxury but also inspired discerning customers throughout the world.

Our Tour Du Monde campaign, in which we photograph our collections in various places around the globe, remains unique to this day.

Your showroom is an important point of contact with DEDON and DEDON products, so we are delighted to be working closely with selected partners such as you!

The international press loves DEDON and reports on our collections in all of the most renowned home and lifestyle magazines. This is impressively demonstrated by a media value of some **€ 2.8 million (2017 season)**.

In Ernst & Young’s ‘Luxury Business Ranking’ of the top German luxury brands we are in 8th place – ahead of other furniture brands, and even ahead of prestigious brands like Porsche!

## WE ARE PROUD OF OUR ACHIEVEMENTS

We are proud of what we have achieved so far, but we never stand still. With our innovative products, we are building on our position as market leaders in luxury outdoor furniture worldwide and setting new trends.

DEDON Fiber remains at the heart of our collections, yet we are expanding our portfolio with innovative products in new materials. In collaboration with international designers, artisans and suppliers, we offer our customers incomparable DEDON quality, regardless of whether the furniture is woven, upholstered, wooden or made of an unconventional mix of materials.

**Marketing is a key element of our company:** In 2018, we will invest in an online and offline marketing campaign with the aim of continuing to position DEDON as a strong, globally recognized luxury brand with a uniform brand identity.

## THE BENEFITS FOR YOU

As a valued DEDON partner, you represent DEDON via regional marketing and PR campaigns. You create a special customer experience in your store and communicate with your customers online.

These marketing guidelines help you in this respect and set out some basic ground rules. You have easy access to images by downloading DEDON visuals and advertisements in the Professional Portal on our website. You can access the Professional Portal via the login area at [www.dedon.de](http://www.dedon.de)

**Please note that access to this portal is only possible for authorized partners. By signing the 2018 DEDON partner agreement, you receive authorization to use the DEDON Professionals Portal.**

Let’s work together to excite customers about the outdoor living room! We look forward to collaborating with you and wish you a successful 2018 season!

Your DEDON marketing team

Please do not hesitate to contact us if you have any questions: [marketing@dedon.de](mailto:marketing@dedon.de)



## 2. CI GUIDELINES

DEDON's corporate design gives the company a distinct identity. By providing a characteristic visual profile, it creates a consistent foundation for successful communication.

Our corporate design is used across all media in print and online and is a binding expression of the DEDON brand image for external and internal communication.

**You benefit from this as well! With a strong brand by your side, you too can achieve high levels of recognition among your customers.**

The core element of our corporate design is the DEDON word mark, which has been used since 2001.

Key features of the corporate design are the layout and design principle, color scheme, visual language and DEDON corporate typeface.

DEDON's CI guidelines include all specifications for the visual appearance of DEDON in business, print and online. The following guidelines apply to the use of the DEDON logo, image materials and texts.



## DEDON LOGO

### DEDON logo

The shape and color of the logo are defined and may not be changed in any way.

### Orange

For use on a white background without images.

Pantone 143 C  
 Pantone 122 U  
 CMYK 5 | 40 | 100 | 0  
 RAL 1033

### White

For use with mood images and on colored backgrounds.



### 30% black

The gray logo is used on a white background. In rare exceptional cases, it may also be used on advertising with a very light-colored background (then logo should be 40% black).

### Sizes & Spacing

The logo sizes can be scaled infinitely in proportional steps. Size 4 is the template to scale all adaptations.

DEDON

Size 1 – 25%  
 For small formats and on back covers

Size 2 – 50%  
 For sizes up to A5

Size 3 – 75%  
 For sizes between A5 and A4



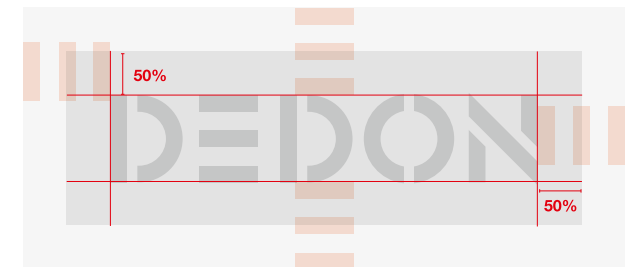
Size 4 – 100%  
 Reference. For sizes between A4 and A3

Size 5 – 125%

Size 6 – 150%

### Space

Clear space must be provided around the logo, based on the logo size. No further text, images or other graphics may be placed within this area. In order to ensure that the logo can be read easily, a minimum of 5 mm of space must be provided around the logo.



Original

### Animations

The DEDON logo may not be animated.

### Transparency

The DEDON logo may not be used with transparencies.

Distorted



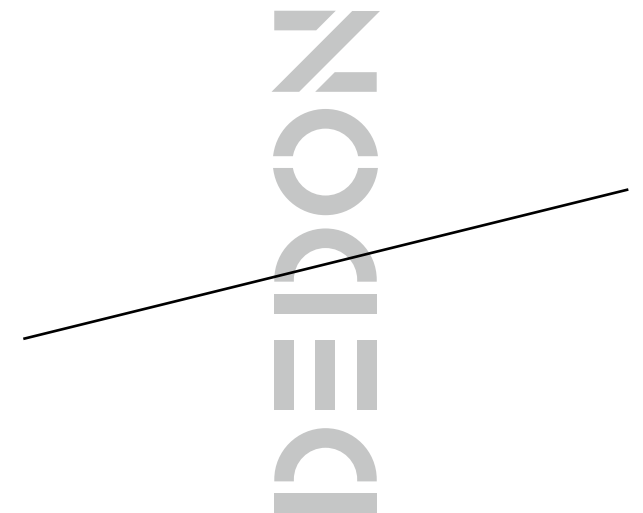
Busy or distracting background



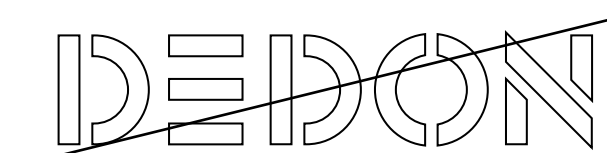
Wrong color



Vertical orientation



Outline only



## THE DEDON BRAND NAME

The name DEDON has represented exceptional design, outstanding quality and unsurpassed comfort for 27 years. The brand name, which refers to the surnames of both founders, Dekeyser and Donapai, has always been protected and, as a striking word mark, offers high recognition value and clear demarcation in the furniture industry.

### USE OF THE 'DEDON' WORD MARK

The 'DEDON' word mark must always be written in capital letters, with no additions. Collection names must also be written in capital letters.

### BRAND NAMES

The following combinations with the brand name DEDON are not permitted. This refers in particular to titles and headings.

- ▶ DEDON garden furniture ✗
- ▶ DEDON outlet ✗
- ▶ DEDON sale/bargains, etc. ✗
- ▶ DEDON ✓

### PRODUCT SPECIFICATIONS AND DESCRIPTIONS

We support our sales partners by providing all product specifications (e.g. dimensions, weights, properties, etc.). You can find this information in the catalog and on the DEDON website (fact sheets, Professionals Portal, pdf download of the catalog).

It is not permitted to make incorrect statements about the functions and properties of DEDON products.

MU Daybed ✓ MU pull-out sofa bed ✗

### URLS AND HEADERS

The DEDON brand may only be used after your own domain name: **www.your-shop.de/dedon**. It is not permitted to use the DEDON name before your name: [www.dedon.yourshop.de](http://www.dedon.yourshop.de).

Misleading headings, such as "The official DEDON online shop", are not permitted. Quantitative or qualitative statements on the status of the partnership with DEDON are not permitted (e.g. "top-selling DEDON retailer", etc.).

## DEDON VISUALS

Our mood images and landscape photos from the Tour Du Monde, along with stills and product close-ups, all demonstrate the high quality standards of the DEDON brand and our uniqueness in the outdoor furniture industry.

In order for the DEDON brand to be recognized, the targeted use of selected visuals is a basic element of visual communication, both regionally and internationally.

All mood images and stills for the collection are available for download in the Professionals Portal at [www.dedon.de/login](http://www.dedon.de/login).

**Please only use the authorized selection of DEDON visuals for the current season, as provided in the Professionals Portal. We cannot guarantee the image rights for older visuals.**

### REFERENCE TO THE BRAND

When using DEDON visuals, a reference to the DEDON brand must be provided at all times.

If only DEDON visuals are used, the DEDON logo is positioned above these. If DEDON visuals are used that do not have a direct reference to the brand, a corresponding image credit (at least image credit: "DEDON") must be clearly provided, e.g. in newsletters with third-party brands.



Figure 1: Monobrand shop



Figure 2: Multibrand shop

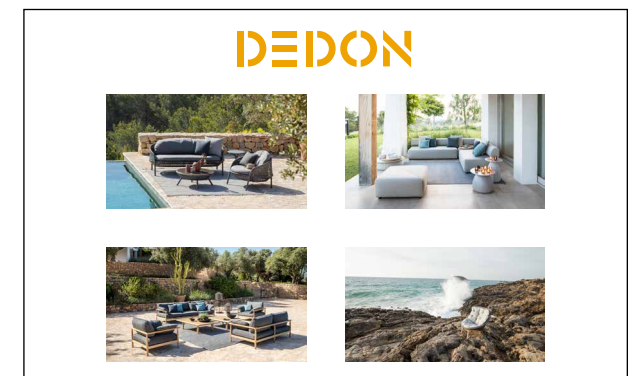


Figure 3: Website features DEDON mood images only

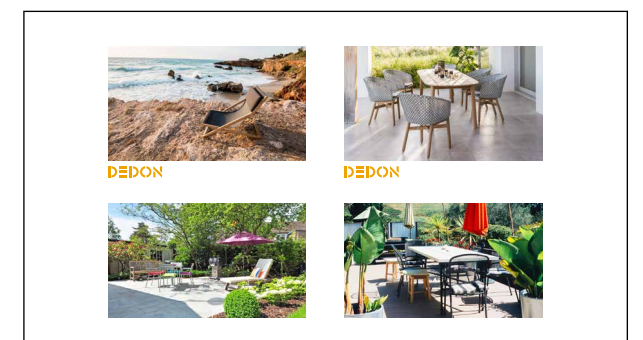


Figure 4: Website features mood images of several brands

**Presentation of collections**

Only original DEDON visuals may be used to advertise the DEDON collections. We recommend arranging products according to new products and bestsellers (see www.dedon.de).

**Image sections**

Image sections may only be used in an appropriate format, i.e. no extreme portrait or landscape formats or cropping.

**Image montages**

Retouching or making collages of DEDON visuals is not permitted.

**Eye-catchers**

Eye-catchers directly on DEDON visuals are not permitted.

**Visuals not provided by DEDON**

Self-photographed images, such as of the retailer's showroom, may generally not be mixed with DEDON visuals. This applies in particular to the retailer's DEDON landing page.

**PRICE COMMUNICATION**

**REDUCED DISPLAY ITEMS & DISCOUNTED PRODUCTS**

Discount eye-catchers on images provided by DEDON are not permitted.

It is possible to advertise reduced DEDON display items or discounted products by using your own visuals (photos of the showroom). These photos must unmistakably show the sales partner's display items.

As explained in the previous section, these images may not be mixed with DEDON visuals. Accordingly, reduced display items may not be advertised in the DEDON area (e.g. DEDON landing page) of the partner's website — they could be featured in a separate area only.

**TIP**

**UNFAIR COMPETITION**

Misleading advertising is not permitted anywhere in the world. You should therefore avoid misleading advertising by pricing the furniture as shown (e.g. price of the furniture including cushions — ideally Cat A, so that it is possible to compare prices).



✓ **Fig. 1**  
Price as furniture is shown



✗ **Fig. 2**  
Price does not refer to the furniture shown

**2.**

- Consistent global advertising builds a strong brand!
- A strong brand creates strong recognition!
- You benefit from this, too!



### 3.

# PRINT ADVERTISING 2018

All of our collections, together with the DEDON around-the-world Tour du Monde adventure, are an expression of our passion for developing new ideas for your outdoor living room and are the focus of our advertising.

DEDON's advertising features a wide selection of collections. The atmospheric advertising visuals are photographed in some of the most spectacular locations in the world as part of our ongoing Tour du Monde.

#### **Your advertising layout**

Due to trademark guidelines, global consistency is crucial. This includes consistency in the creation of advertising layouts.





# AVAILABLE ADVERTISING VISUALS — SINGLE PAGES



MBRACE #1



MBRACE #2



TIBBO #1



BRIXX #1



MBRACE #4



BRIXX #2



TIBBO #2



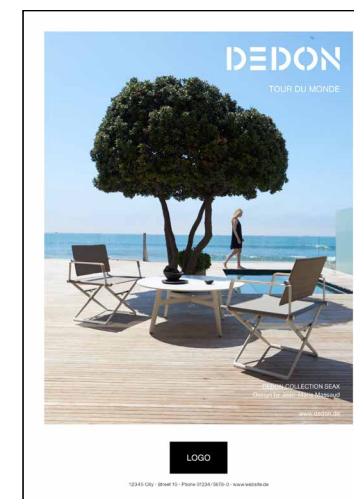
TIBBO #3



MBRACE #3



DEAN



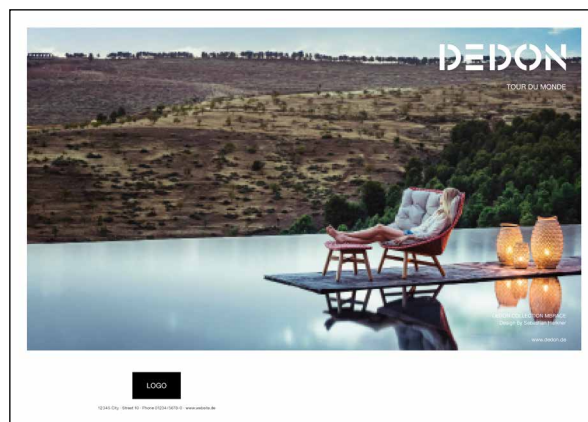
SEAX



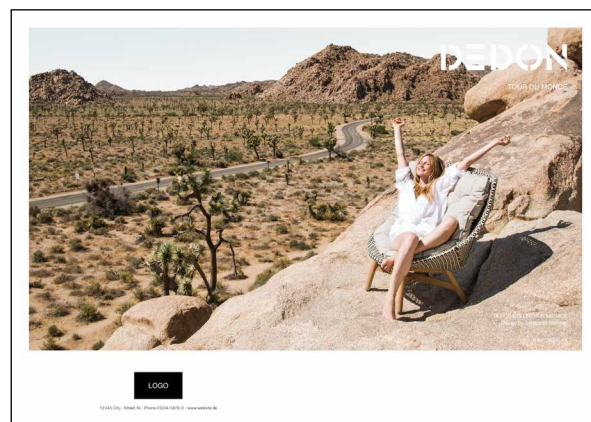
MU



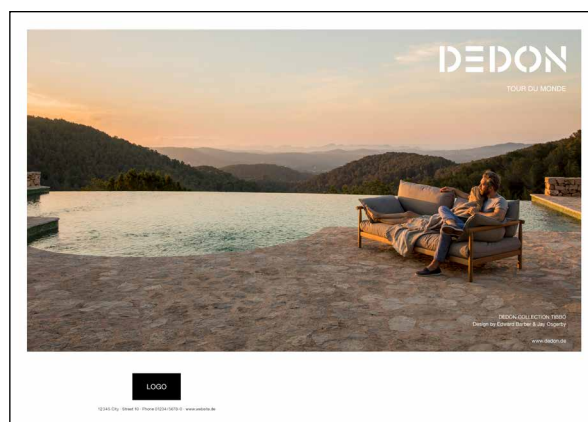
## AVAILABLE ADVERTISING VISUALS – DOUBLE-PAGE SPREADS



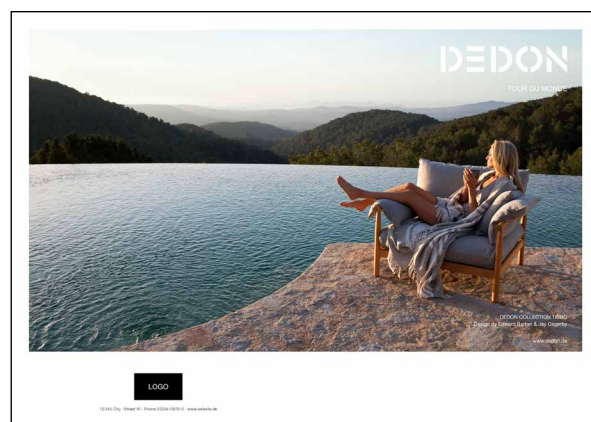
MBRACE #1



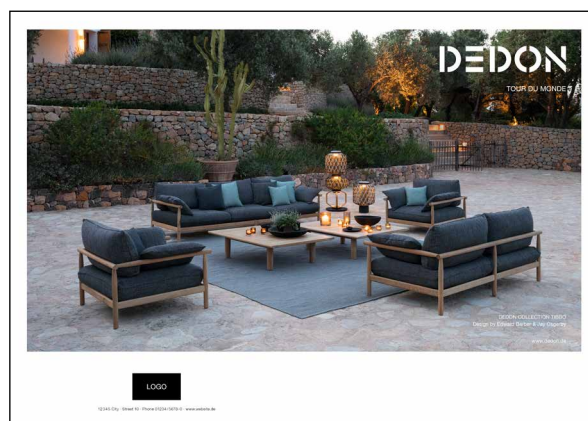
MBRACE #2



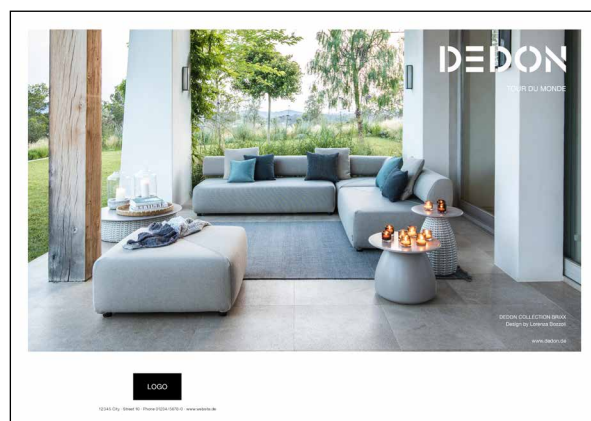
TIBBO #1



TIBBO #2



TIBBO #3

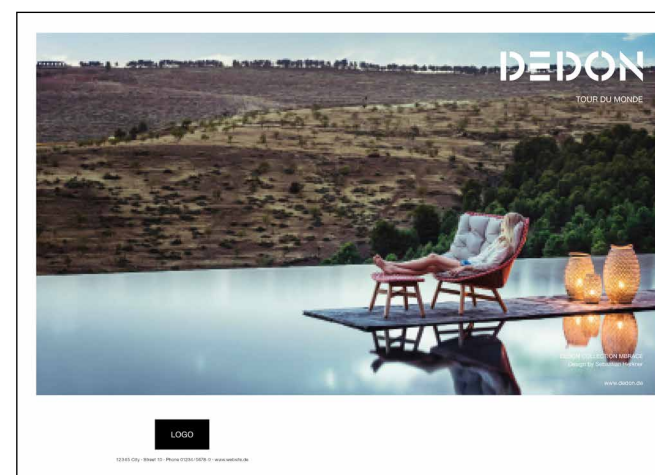


BRIXX

## ELEMENTS OF THE ADVERTISING LAYOUT



- DEDON logo
- „Tour du Monde“ tagline
- Campaign visual
- Collection/designer
- DEDON website
- Contact information and retailer's logo in gray scale



- DEDON logo
- „Tour du Monde“ tagline
- Campaign visual
- Collection/designer
- DEDON website
- Contact information and retailer's logo in gray scale

### PLEASE NOTE

Always liaise with us when booking advertisements in national magazines in order to avoid duplication.



## HOW TO CREATE YOUR DEDON ADVERTISEMENT

### DOWNLOAD FROM PROFESSIONALS PORTAL:

Please log in to the login area at the top right of our website.  
You will then have access to our Professionals Portal.

The layout templates for all advertisements are available to download in  
the section “**Marketing Material & Ads**”.

Please choose from these layouts and download the corresponding files.  
Your agency can now add your logo and contact details to the template  
and create printable files.

3.

- Wide selection of advertising visuals!
- Product campaign with a focus on new products and top-sellers!
- High recognition factor worldwide!





# 4. DIGITAL ADVERTISING

DEDON supports its partners in all online activities. **In order to guarantee a uniform appearance worldwide, the following guidelines apply to digital advertising.**

## ONLINE BANNERS FOR YOUR WEBSITE

Online banners add interest and help to attract more attention. To help you with this, we provide online banners in popular formats in the DEDON Professionals Portal.

Example visual:



When integrating the banners on your page, please link directly to your DEDON product range or to the DEDON product being presented.

## SOCIAL MEDIA

We are delighted to have an impressive number of fans on both on Facebook and Instagram. Our communities on platforms such as Twitter, Pinterest and YouTube are also growing steadily.

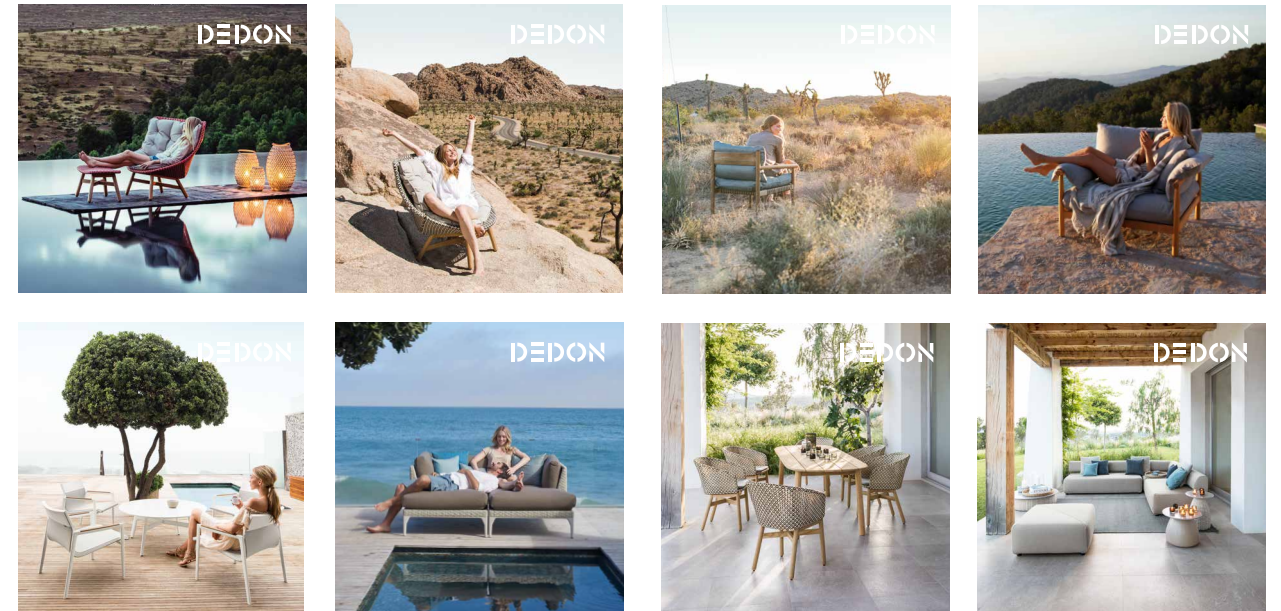
We are grateful for your support and encourage you to post about DEDON on your own page. You are invited to like, comment and share our posts.

Selected visuals are available for use in your own posts.

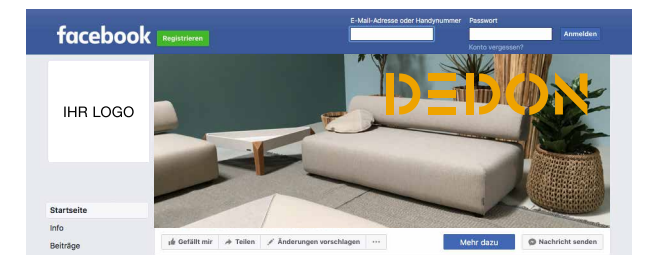
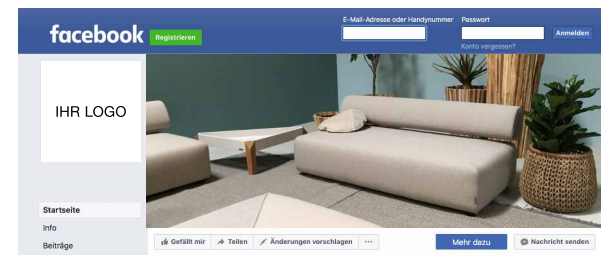
### TIP

Use the DEDON brand name as a hashtag (example: #DEDON).

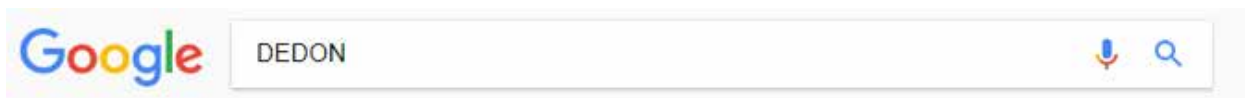
## Example visuals



When promoting your own displays on social networks, but please avoid placing the DEDON logo on your display photos.







**ADVERTISING ON GOOGLE**

The DEDON brand name is protected. SEM (search engine marketing) measures by our sales partners are possible only if the partner has been approved to use the term 'DEDON' via the Google whitelist. We reserve the right to approve our sales partners in this manner.

The DEDON brand may only be used after your own domain name: www.yourshop.de/dedon. It is not permitted to use the DEDON name before your name: www.dedon.yourshop.de.

Misleading headlines, such as “The official DEDON online shop”, are not permitted. Quantitative or qualitative statements on the status of the partnership with DEDON are not permitted (e.g. “top-selling DEDON retailer”, etc.).

4.

- DEDON provides support for social media
- The latest templates are instantly available
- New content for the upcoming season 2018!

# 5. DEDON ON YOUR WEBSITE

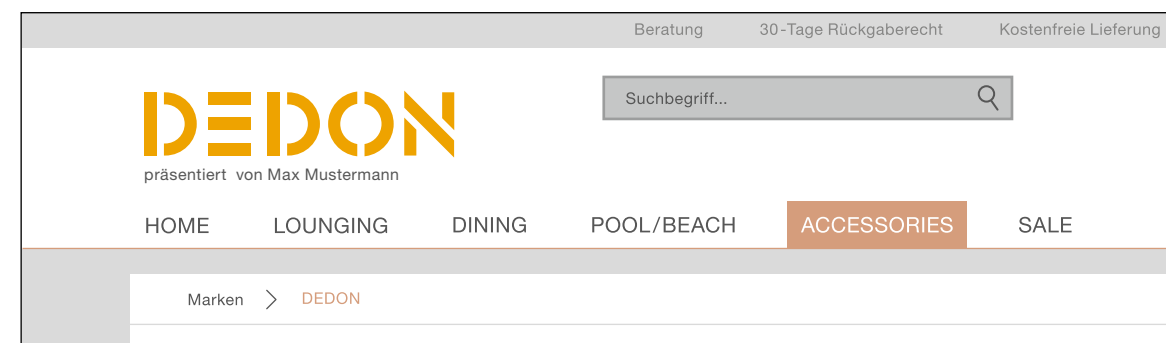
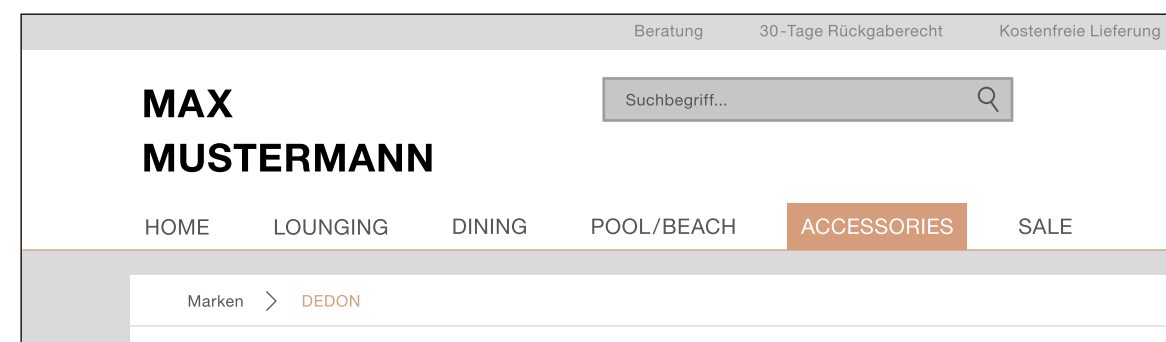
In the Professionals Portal, we provide a wide range of visuals and detailed product information with which you can update your website.

that of your company. The DEDON logo must meet all specifications (color, size, clear space and other graphic requirements) (see chapter 2).

When designing your website, please introduce the DEDON brand with emotional mood images rather than with stills.

**DEDON logo**

The DEDON logo may be positioned in the title area of your website. However, the DEDON logo may at no point take precedence over your logo. Please always separate the DEDON logo from





Please note the following points when incorporating the DEDON logo into your website:

**Shape & color**

The shape and color of the logo are defined and cannot be changed.

**Size**

The logo size may be altered proportionately. Size number 4 is the reference for all alterations.

**Space**

Clear space must be provided around the logo, based on the logo size. No further text, images or other graphics may be placed within this area. In order to ensure that the logo can be read easily, a minimum of 5 mm of space must be provided around the logo.

**Animations**

Animation of the DEDON logo is not permitted.

**Transparency**

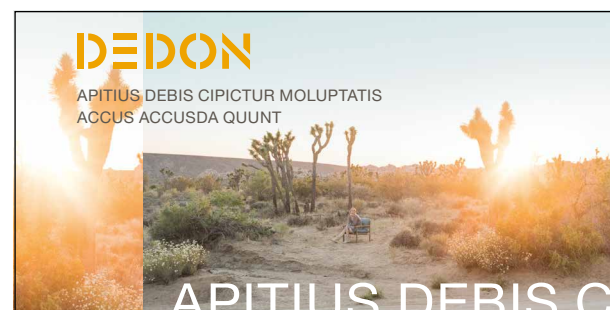
The DEDON logo may not be used with transparencies.

**Images**

- ▶ DEDON visuals should not combine images and text.
- ▶ Please do not place any text over product photos or inspirational images.
- ▶ Please do not place the DEDON logo over your images.
- ▶ Please do not distort images or crop them unfavorably

- ▶ Eye-catchers of all kinds — in particular, discount eye-catchers — are not permitted directly on DEDON visuals.
- ▶ Please do not make photo collages or use similar retouching techniques.

Example



X

**Presentation of collections**

Only DEDON visuals may be used to advertise the DEDON collections. We recommend arranging products according to new products and best-sellers. The official DEDON website serves as a guide: [www.dedon.de/collections](http://www.dedon.de/collections)

**DEDON texts**

In the Professionals Portal, we offer a wide range of texts relating to the collections.

**TIP**

Please note that our texts may not be used on your website word-for-word. This would have a negative impact on your Google visibility as Google suppresses duplicate content.

- ▶ DEDON is written in capital letters with no additions.

DEDON ✓ Dedon garden furniture X

- ▶ DEDON collection names are also written in capital letters

SWINGREST ✓ Swingrest X  
collection collection

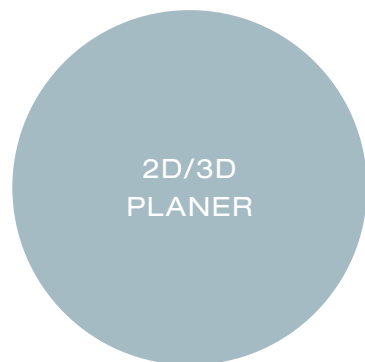
5.

- Standardized digital presentation strengthens the brand
- A strong brand creates a high recognition factor
- You benefit from this, too!



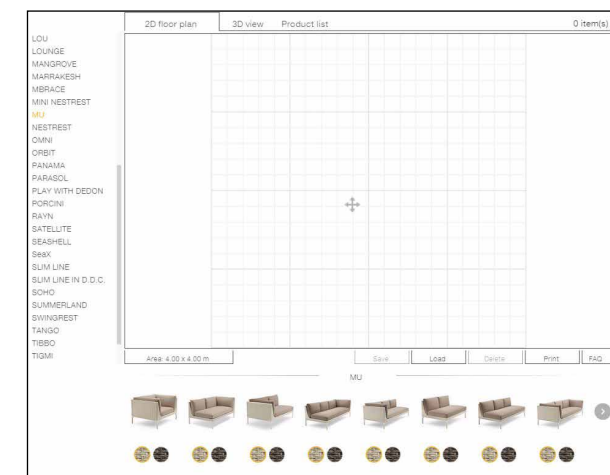
# 6. DIGITAL SALES SUPPORT

We understand the importance of digital marketing. Today, customer service and sales increasingly take place online. In order to provide you with the best possible support, we offer a number of different tools.

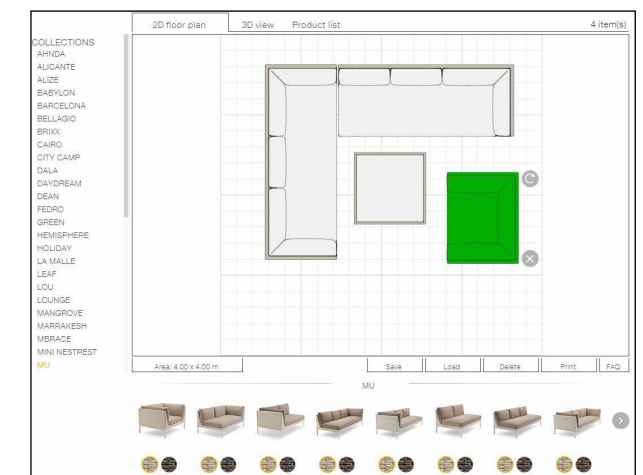


## THE DEDON 2D & 3D PLANNERS

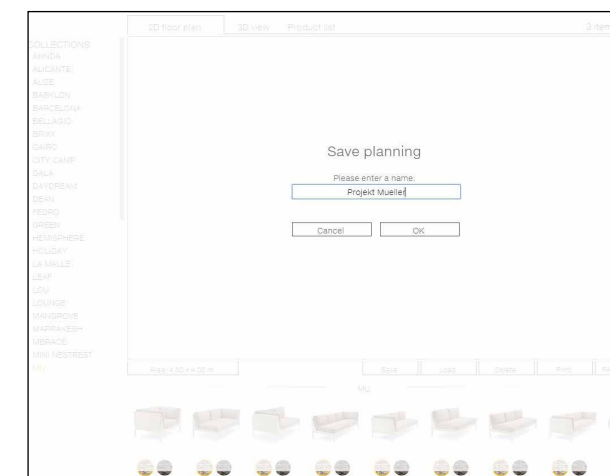
Our 2D and 3D planners allow you to help your customers plan every little detail. These online tools show what gardens and terraces will look like with the latest DEDON collections.



**Fig. 1** Select from the collection list on the left and drag the furniture items into the layout grid.



**Fig. 2** Mix and match colors as required.



**Fig. 3** Print the view or save the project for a later visit.

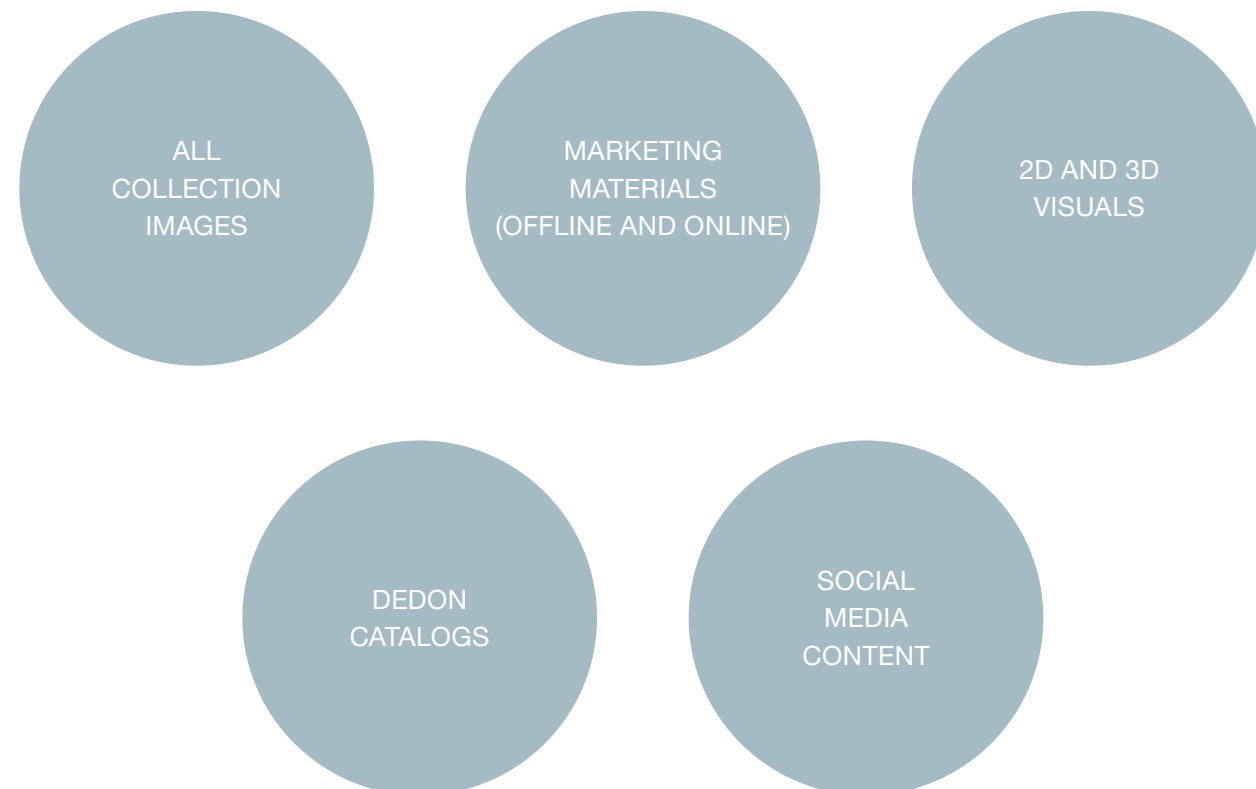


**Fig. 4** Click on '3D view' to see the project in a virtual 360° view.



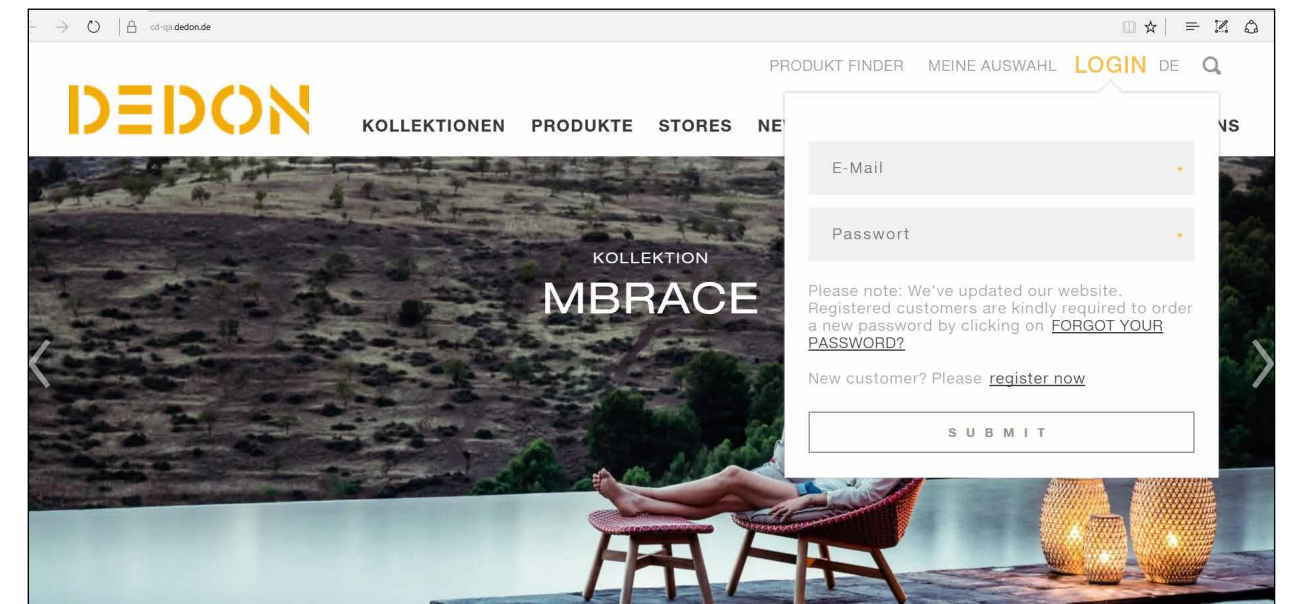
## DEDON PROFESSIONALS PORTAL

Our partners can use all marketing materials for both offline and online advertising. Log in to access a vast range of information and materials.

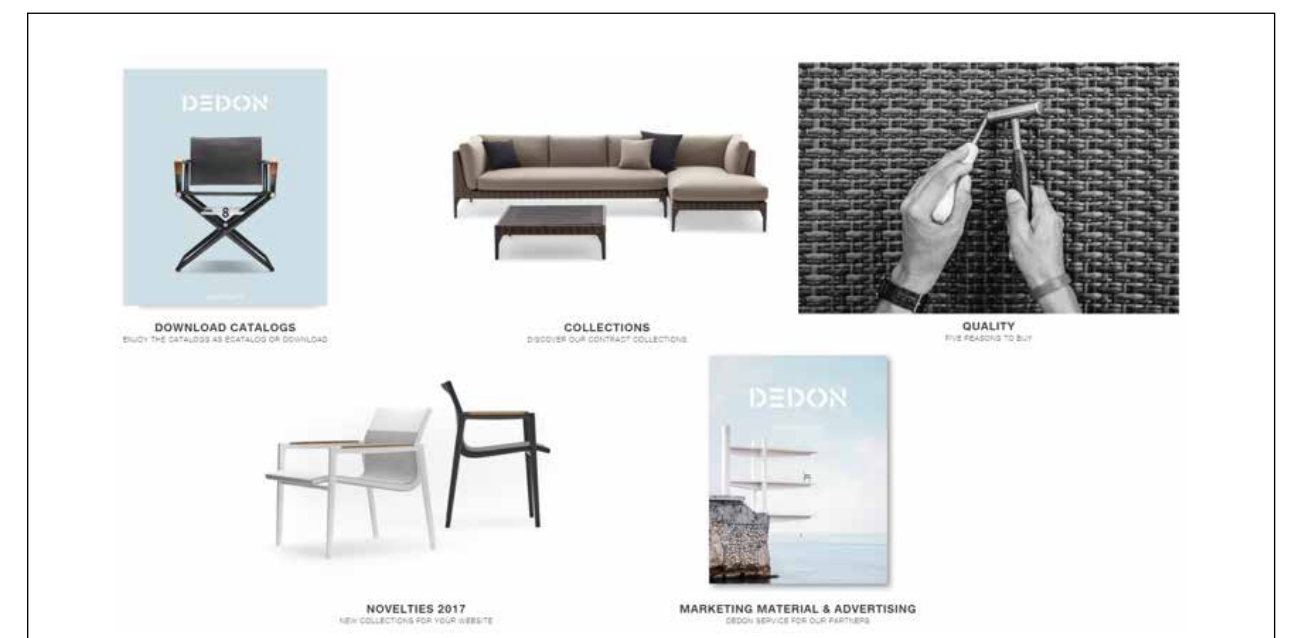


## HOW TO LOG IN

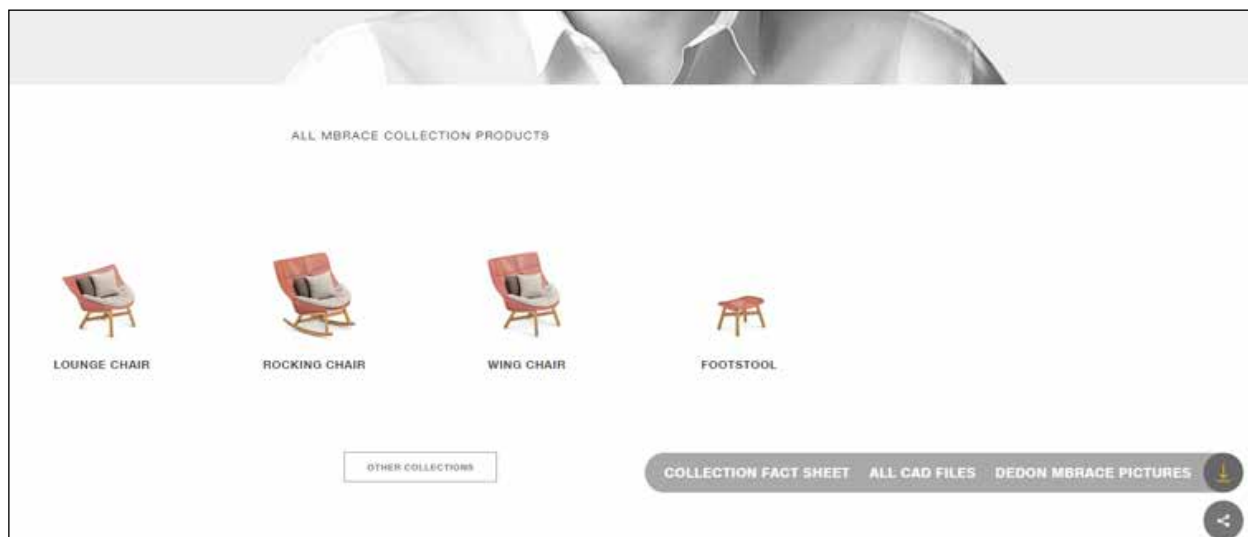
Find the DEDON Professionals Portal at [www.dedon.de](http://www.dedon.de) at the top of the homepage.



All product information and images are available under "Collections". Select the collection you are looking for, e.g. MBRACE.







Click on the download symbol at the bottom right in the collection overview and select the listed download files on the left hand side or use the download button on the bottom right. If you are looking for information or images for a particular product, simply click on the product

in the collection overview and select the listed download files on the left hand side or use the download button on the bottom right.



Artwork and individual advertisements can be found under "Marketing Materials & Ads". Select the desired topic and click on the advertising

materials in the selection. You can go back to the selection at any time using the navigation item "Professionals".

## THE DEDON MICROSITE

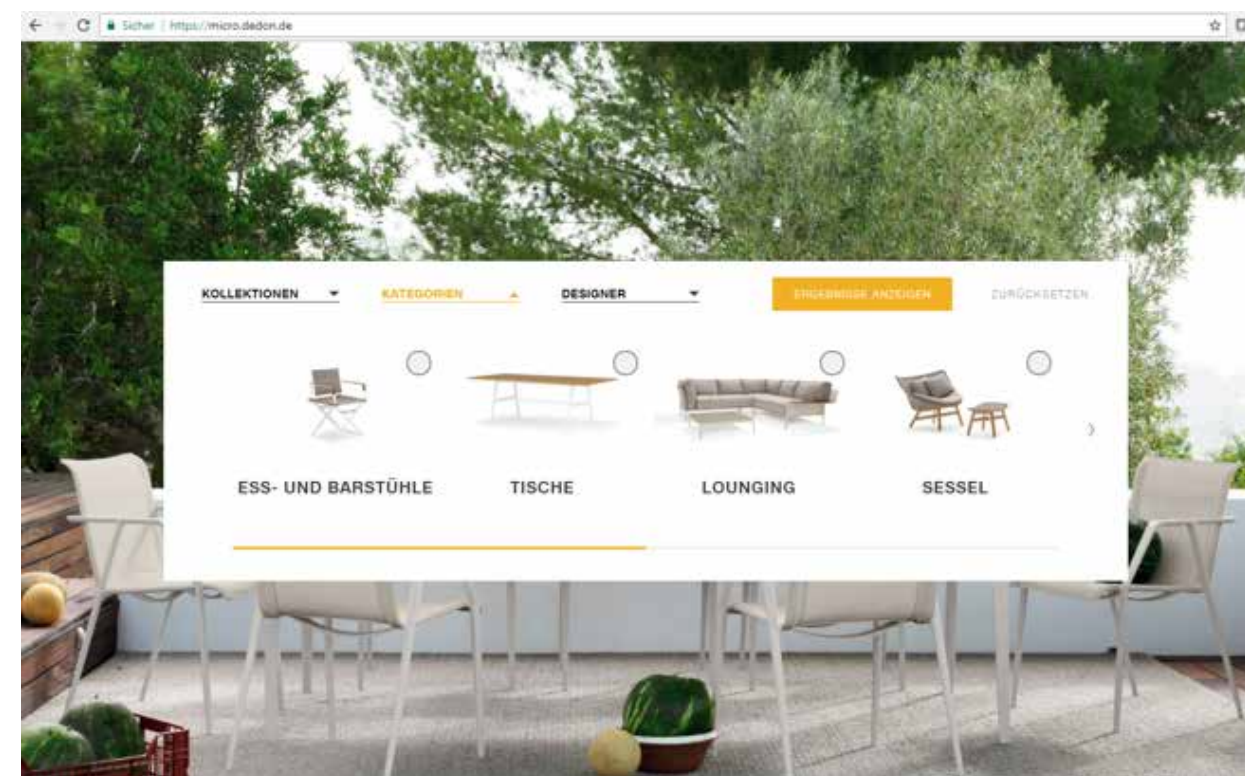
Available at

<https://micro.dedon.de>

the DEDON microsite gives you the possibility of incorporating the entire DEDON product range into your website. This product finder presents your visitors with products grouped according to the following selection filters: "collection", "category" and "designer".

### Your benefits:

- ▶ Complete DEDON collection overview
- ▶ Simple integration and no additional workload
- ▶ Always up-to-date: guaranteed regular data updates by DEDON
- ▶ Visitors do not leave your website when viewing the DEDON microsite



## 6.

- Project-planning now also possible in 3D
- New high-res visuals in the Professionals Portal
- The DEDON microsite is always up to date





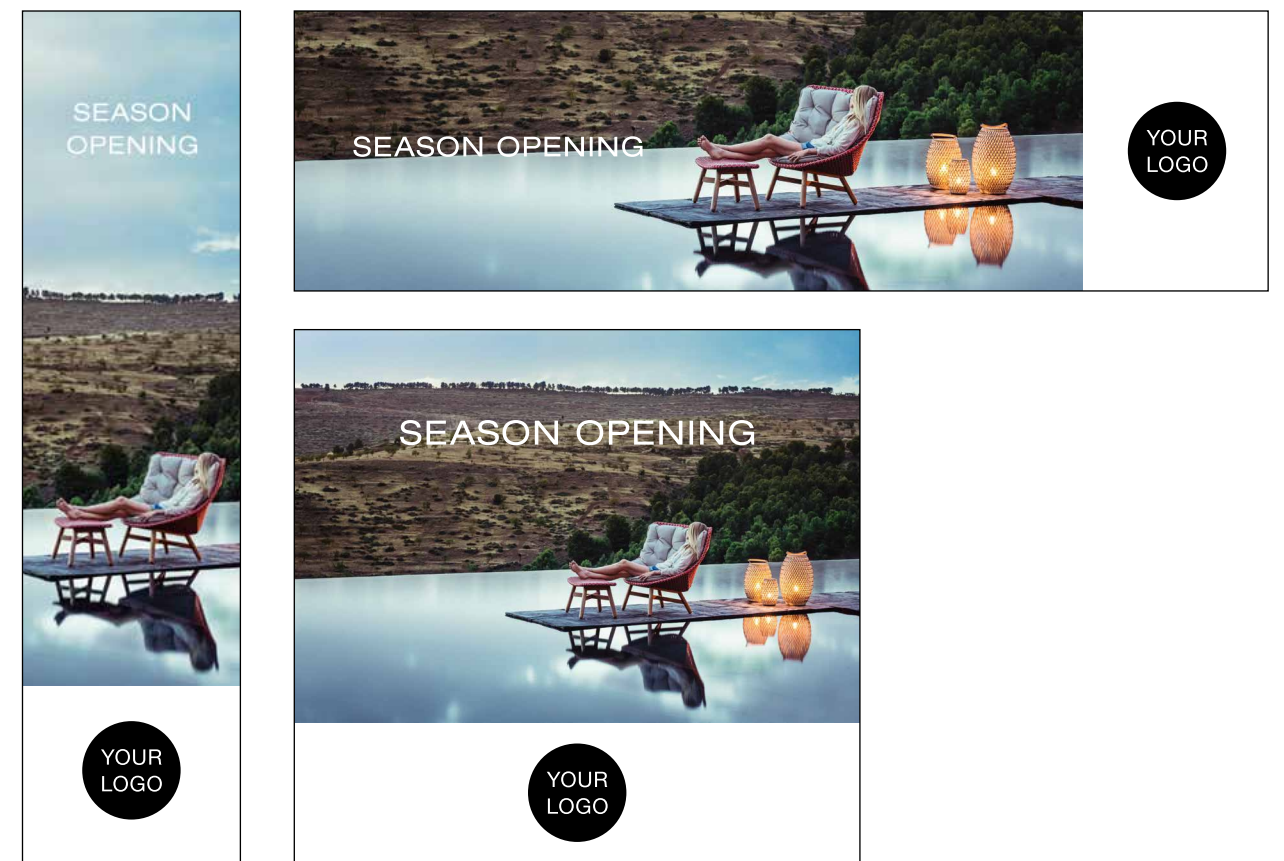
# 7. DEDON ONLINE CAMPAIGNS

We offer campaign modules to provide the best possible support for your digital advertising.

## CAMPAIGN BANNERS

We provide visuals for each campaign, all in standard dimensions for popular formats.

When using the campaign banners externally, please link directly to your DEDON product range or the DEDON product being presented.





### NEWSLETTERS

If you already send out newsletters, we are pleased to provide you with suitable texts in the Professionals Portal. You can simply adopt these and send them out as a newsletter under your own name.

### SOCIAL MEDIA POSTS

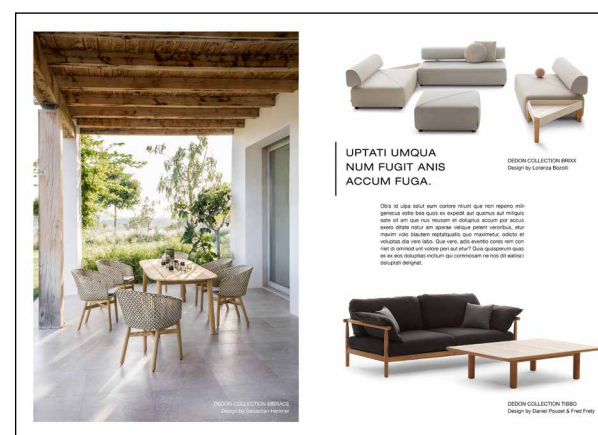
We provide top posts for your Facebook and Instagram accounts. Please always remember to use the DEDON logo when posting DEDON content. This increases the impact and helps to create a consistent brand image.

#### Examples

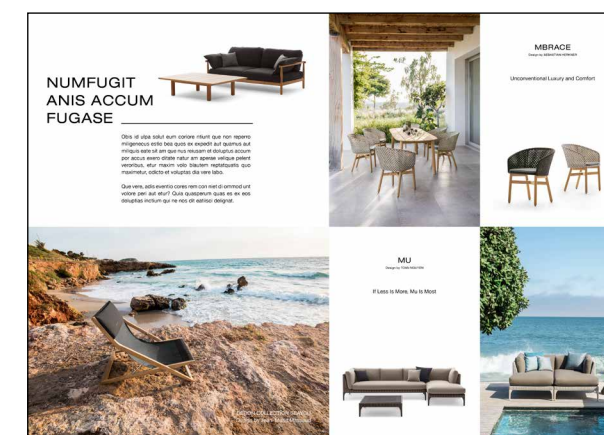


## 8. DEDON IN YOUR CATALOG

Do you have your own catalog, company brochure or magazine? Use our expressive mood images and high-quality stills to inspire your customers and demonstrate the diverse range of products available as outdoor furniture.



DEDON in your catalog — example 1



DEDON in your catalog — example 2

## 7.

- Best support for your campaign
- Current content for 2018
- New formats in the pipeline

## 8.

- Wide selection of images for the DEDON pages in your catalog
- All available to download in the Professionals Portal

# 9. INVITATIONS & INSERTS FOR EVENTS AND MAILING CAMPAIGNS

Would you like to invite your customers to a season-opener and present the latest DEDON collections in your store? Are you planning a classic mailing to your client base?

For occasions such as these, it is worth using high-quality printed materials that emphasize the visual experience and attract attention.

This is why we offer a selection of advertising materials that you can have produced for your planned campaign. Simply download the corresponding print data, all available on demand.

9.

- Wide selection of images for your inserts or invitation mailings
- All available to download in the Professionals Portal

### Invitation card

- ▶ Folding card: 4 pages
- ▶ Closed format: 210 × 105 mm
- ▶ Open format: 210 × 210 mm



landscape



portrait

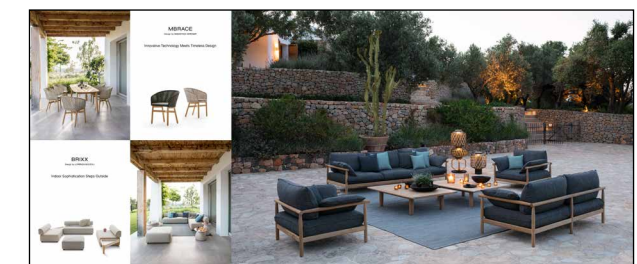


### Classic insert

- ▶ 6-page insert
- ▶ Closed format: 210 × 270 mm
- ▶ Open format: 628 × 270 mm



outer



inner



# 10. DEDON POINT-OF-SALE- MATERIAL

Before the season starts, you will automatically receive a starter pack of key sales materials without having to order them specially.

In addition to this starter pack, we also have a selection of marketing materials that can be ordered throughout the season. Please contact our Customer Service team for prices.

\* DEDON Customer Service will be happy to give you a list of item numbers.

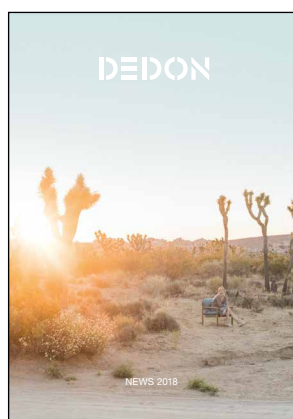


## CATALOG 2018

Discover beautiful images of our current collections as well as detailed information on all products and materials in our Tour du Monde catalog 2018. This is a working tool only. For end customers, please use the mini catalog, booklets, collection flyers and the DEDON magazine.

Art.-Nr: 88101409 (German/English)

Art.-Nr: 88101410 (English/Spanish)



## NEWS FOLDER 2018

Kick-off brochure in A3 format to present new DEDON products and bestsellers. This is a working tool for when the season starts.

Art.-Nr: 88101413 DE, 88101414 EN, 88101415 ES, 88101416 IT, 88101417 FR



## MINI CATALOG 2018

Our mini catalog features the most captivating images of all current DEDON collections. It is intended as inspiration for end customers; no product detail or other technical information is included.

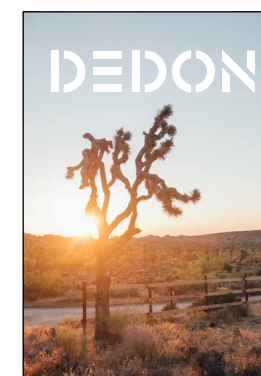
Art.-Nr: 88101412



## “SELECTION” BOOKLET 2018

This concertina-fold booklet presents new DEDON products and bestsellers. It is ideal for handing out to end customers.

Art.-Nr: 88101419 DE, 88101420 EN



## DEDON MAGAZINE 2018

This handout in magazine format is ideal for opening the season. Contents include current collections, Tour du Monde stops, DEDON behind-the-scenes, designer portraits, etc.

Art.-Nr: 88101433 DE, 88101434 EN, 88101435 ES, 88101436 IT, 88101437 FR



## COLLECTION FLYERS 2018

Designed to improve sales support for individual collections, these flyers contain both inspiring mood images and product details. They are available in a print version for the following collections:

MBRACE, SEAX/SEAYOU, MU, BRIXX, TIBBO, RAYN, LIGHTING



**PRICE LIST 2018**  
Retail price list in EUR and USD.

Art.-Nr: 88101421 (Euro)  
Art.-Nr: 88101422 (Italy)  
Art.-Nr: 88101423 (USD)



**FIBER SAMPLE BOX**  
A must for all new DEDON partners, this white box contains 41 fiber samples representing all DEDON collections.

Art.-Nr: 88101425



**FIBER SAMPLES COMPLETION KIT 2018**  
If you already have a fiber sample box from the previous year, the completion kit updates your box with new fiber samples for the current year.

Art.-Nr: 88101426 (MBRACE arabica, AHNDA white quartz, AHNDA graphite)



**SINGLE FIBER SAMPLES**  
Single fiber samples are for passing on to commercial customers/architects. Please do not use them to complete the fiber sample box.\*



**TABLETOP BOX 2018**  
This tool contains 26 samples of current table tops as well as powder coating samples for current collections.

Art.-Nr: 88101427

**TABLETOP SAMPLES & POWDER COATING SAMPLES**  
Individual samples of table tops and powder coatings are for passing on to commercial customers/architects.\*



**FABRIC BOOK 2018**  
This tool offers a complete overview of our fabrics portfolio. It contains all fabrics that may be chosen for seat cushions and decorative cushions, as well as collection-specific sling fabrics for the SEAX, SEAYOU, DEAN, WA & BRIXX collections. The 41 fabrics are divided into color families.

Art.-Nr: 88101440



**FABRIC FOLDER 2018**  
This fold-out folder includes small fabric squares for a quick overview of the DEDON fabric portfolio.

Art.-Nr: 88101441



**SINGLE FABRIC SAMPLES**  
Single fabric samples are for passing on to commercial customers/architects.\*



**CARPET SAMPLES**  
Samples from the VID outdoor carpet collection in a 30 x 30 cm format.

Art.-Nr: 88101118 VID solid light gray  
Art.-Nr: 88101119 VID solid canvas  
Art.-Nr: 88101120 VID fringes light gray  
Art.-Nr: 88101121 VID fringes canvas



**COTTON BAG**  
High-quality cotton bag for sales partners using our DEDON shop-in-shop concept and for DEDON showrooms.

Art.-Nr: 88101428



# 11. DEDON CREATIVE CONCEPT ARCHITECTURE

DEDON is an outdoor brand associated with luxury, freedom, joie de vivre and adventure.

In particular, the new materials trolleys offer you and your customers brand new opportunities for planning and sales.

To make it easy to transfer the inspiring atmosphere of our ideas and developments to your point of sale, we have created an atmospheric design kit for you — our 'Creative Concept Architecture 2018'. The following elements can be easily adapted to a specific floor size as well as to special needs, whether being installed in a showroom, at the Point-of-Sale or for use at events or a contract presentation.

- ▶ Textile wall graphics
- ▶ Attractive wall colors
- ▶ LEDs and wall logo
- ▶ Materials trolley
- ▶ DEDON brand display
- ▶ DEDON info display
- ▶ Planters/plants
- ▶ Carpets
- ▶ Accessories

For more information, please consult our brochure 'Creative Concept Architecture 2018' or contact us at [architecture@dedon.de](mailto:architecture@dedon.de).

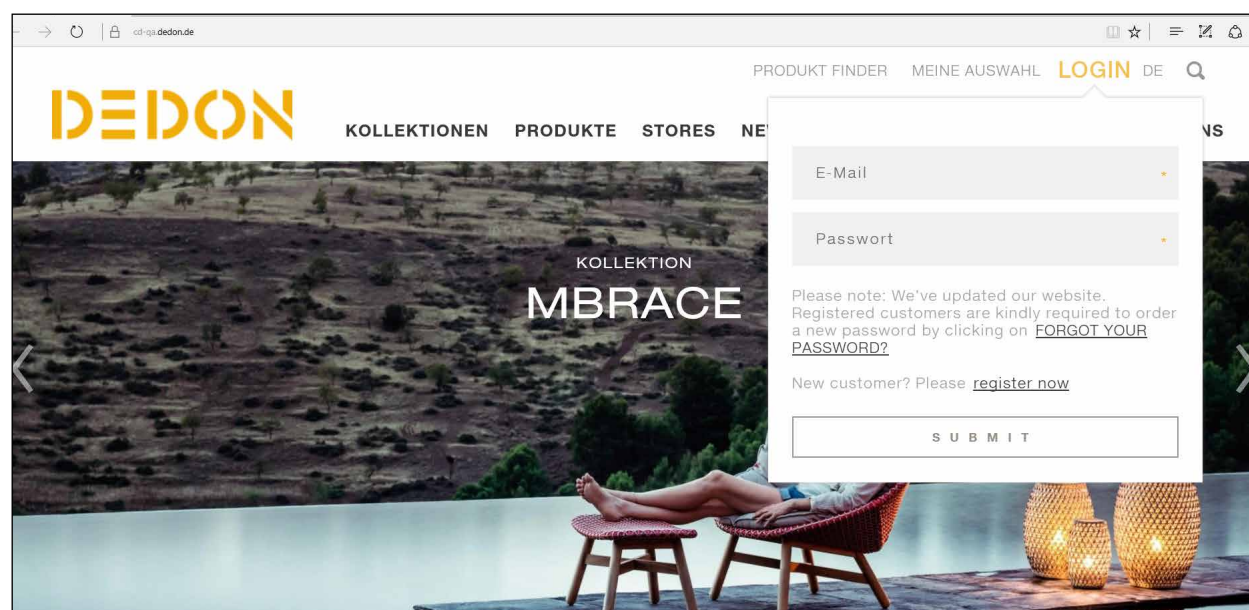




## 12. PUBLIC RELATIONS

Our Communications department and our German and international PR agencies maintain relationships with all relevant media partners around the world. If you receive press requests for DEDON

visuals or press texts, you are welcome to refer requesters to our press portal, where all materials are available for download.



Access the DEDON press portal by logging in at the top right of the DEDON website [www.dedon.de](http://www.dedon.de).





