



**LEADERS HOLDING CO.™**

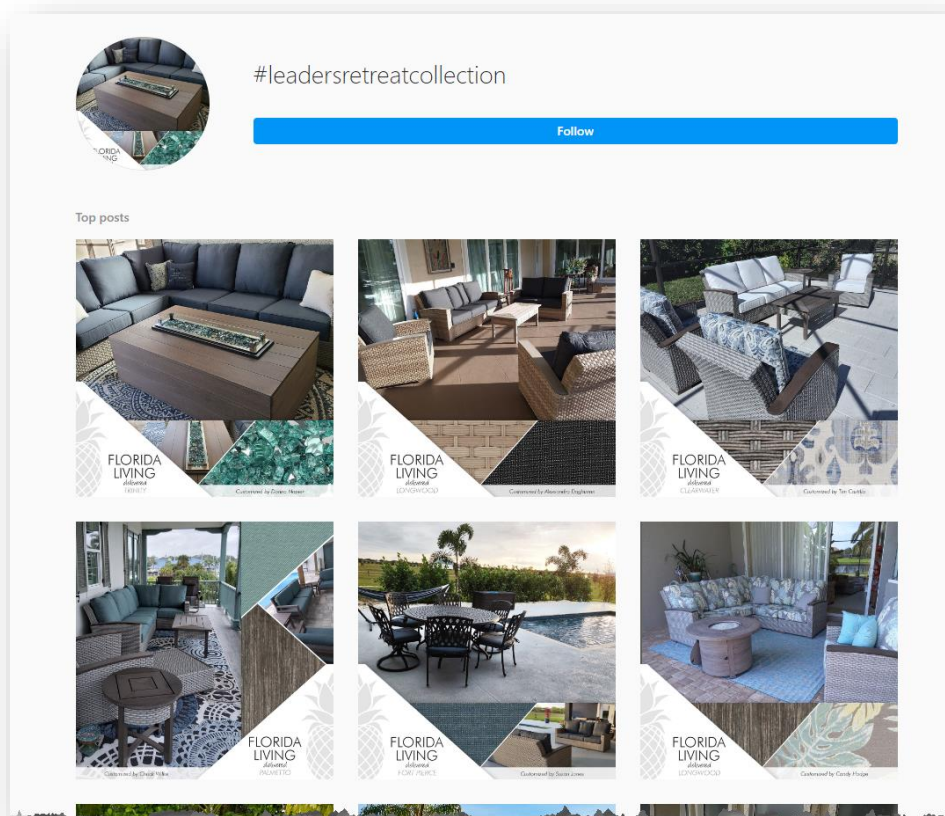
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## Instagram Reference Library

Leaders' uses Instagram to make a reference library of brands, products and fabrics that can be referenced anywhere there is an internet connection. Here is how you can access it to increase your user experience.

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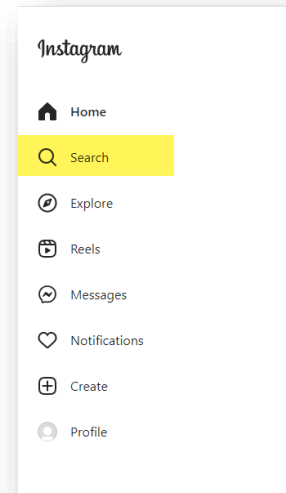
## Logging in to Instagram

Instagram.com

Username: leadersfloridalivingtv

Password: LeadersMarketingTV22!

Click the Search Icon on the left side of the screen and search using the naming conventions for brand, product, or fabric.



## Naming convention

The Leaders' team uses the following consistent naming conventions when posting pictures to make them referenceable without unwanted results.

### Brand

Leaders uses the names that the manufacturers themselves use when they post. Some of these names may have additional words than what you are familiar with. Use the table below as a reference.

“#” – “Manufacturer Name”

Example: #Tropitone

Brand	Instagram Name	Website
Casual Comfort	CasualComfortUSA	<a href="https://www.casualcomfortusa.com/">https://www.casualcomfortusa.com/</a>
Garden Classics	GardenClassicsFurniture	<a href="https://leadersfurniture.com/">https://leadersfurniture.com/</a>
Sunbrella	SunbrellaFabrics	<a href="https://www.sunbrella.com/">https://www.sunbrella.com/</a>
Tropitone	Tropitone	<a href="https://www.tropitone.com/outdoor-furniture/">https://www.tropitone.com/outdoor-furniture/</a>
Windward	WindwardDesignGroup	<a href="https://windwarddesigngroup.com/">https://windwarddesigngroup.com/</a>

### Collection – All Brands

To search for a collection.

“#” - “leaders” - collection name - “collection”

Example: #leadersmauicollection

### Fabric

To search for a fabric.

“#” “fabric number” “Fabric”

#1610Fabric