

DESIGN GUIDE

VERSION 4.1



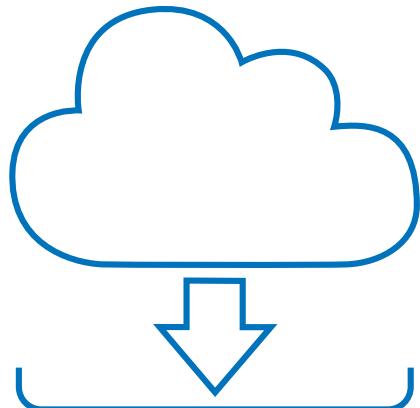
SECURED IN SECONDS

This is the design guide of PROTECT. The guide is an instrument used for creating consistency and recognisability in the internal and external communication. It outlines a simple and functional framework for design work – offline and online.

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DOWNLOAD CENTER

Anywhere you find this symbol in the design guide there is material available in our download center:
<http://downloadcenter.protectglobal.com>



PROTECT Download Center

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1. BRAND UNIVERSE

1. BRAND UNIVERSE

1.1 PHILOSOPHY

DON'T WORRY BE HAPPY

In all our communication we focus on the end-user - whether they are home owners or a business - at any time.

In words and images we must give our potential customers the feeling of being secure, when protected by PROTECT security fog.

Our communication should leave people with a "good feeling". Don't worry - be happy. "PROTECT will keep my valuables secured".



WHEN YOU ARE OUT
WE KEEP YOUR HOME SECURED



AFTER CLOSING TIME
WE KEEP YOUR BUSINESS SECURED

1. BRAND UNIVERSE

1.1 PHILOSOPHY

DON'T WORRY BE HAPPY

Examples of our philosophy used on M65 leaflets. It is our "tone of voice" to be positive in our communication and challenge the security market from the end-customers' perspective. We want the end-customers to be satisfied from day 1! And we don't scare the end-customers – we tell them how to be safe. We are direct and personal in our communication and sell peace of mind!

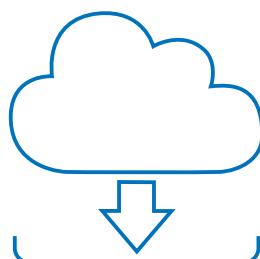


2. IDENTITY

2. IDENTITY

2.1 BASIC ELEMENTS

LOGO



PROTECT Download Center

The PROTECT logo can be used with or without the payoff "SECURED IN SECONDS". When used with the payoff, it should preferably be in the horizontal form.
Mind, that the blue colour comes in two versions: for coated and uncoated paper/surfaces.
Read more about this on page 9!



Horizontal - CMYK or pantone colour



Vertical - CMYK or pantone colour



Horizontal - Black on white or light background



Vertical - Black on white or light background



Horizontal - Negative/white on black or blue background



Vertical - Negative/white on black or blue background



2. IDENTITY

2.1 BASIC ELEMENTS

LOGO



SECURED IN SECONDS[®]

2. IDENTITY

2.1 BASIC ELEMENTS

COLOURS

In our corporate design PROTECT works with 3 basic colours: Blue – black – grey.
It is crucial for the right outcome of e.g. print material, that the right colour combination is used depending on what material is printed on.

Headquarters will provide you with colour proof blueprint that you MUST use for colour management when you produce any kind of marketing material.

Coated papir/surfaces

CMYK
90/50/0/0

RGB
0/111/180

Pantone
2144 C

RAL
5017

CMYK
0/0/0/100

RGB
26/23/27

Pantone
Hexachrome Black C

RAL
9005

CMYK
5/5/5/60

RGB
129/129/130

Pantone
424 C

RAL
7005

Uncoated papir/surfaces

CMYK
100/50/0/0

RGB
0/106/179

Pantone
2144 U

RAL
5017

CMYK
0/0/0/100

RGB
26/23/27

Pantone
Hexachrome Black C

RAL
9005

CMYK
5/5/5/60

RGB
129/129/130

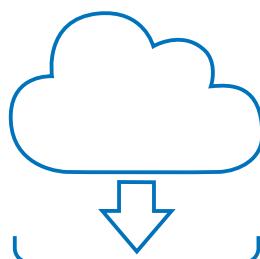
Pantone
424 U

RAL
7005

2. IDENTITY

2.1 BASIC ELEMENTS

BLUE PATTERN



PROTECT Download Center

Design guide version 4.1

Page 11

The blue pattern background is an extra graphic element that "frames" the PROTECT communication. It has a recognisable effect and makes it easy to spot the PROTECT environment. The pattern design is inspired by the ventilation holes on our fog cannon. And the pattern is also used to illustrate fog in weather forecasts all over the world. The pattern is one unique vector element that can be cropped and enlarged depending on purpose. To ensure a uniform communication on various elements headquarters will guide you to recommended scaling/cropping on particular elements – see some examples on this page. We recommend, that you consult headquarters if any doubt about use of the pattern.



2. IDENTITY

2.1 BASIC ELEMENTS

TYPOGRAPHY

Infinity-T Medium

The font is used predominantly for headlines.

Please note that front page headlines are always in capitals at a brand level – also when it comes to word cases. The exceptions to the rule are the data sheet and the case study – and, as in this case, where text is subheading to the content.

Trebuchet

The font is used exclusively for body text and subheadings.

Infinity-T Medium

Headlines, fact/splats

Infinity-T Medium

A B C D E F G H I J K L M N O P Q R S T U V Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å
0 1 2 3 4 5 6 7 8 9

Trebuchet MS

Body text

Trebuchet MS (Regular)

A B C D E F G H I J K L M N O P Q R S T U V Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å
0 1 2 3 4 5 6 7 8 9



PROTECT Download Center

2. IDENTITY

2.1 BASIC ELEMENTS

IMAGES

In our communication we use two types of images.

First – and overall – is the “feel good” images as described on page 5. We focus on the end-user feeling that their valuables are secured at all times, and the images should signal this. Every country must choose similar images in their communication – but with consideration of national and cultural characteristics.

The other type of image is a burglar entering a private home. This image, that comes in a wide variety, shows “the pain” PROTECT solves and the solution: stopping the burglar immediately. This picture should always and only complement the “feel good” images.

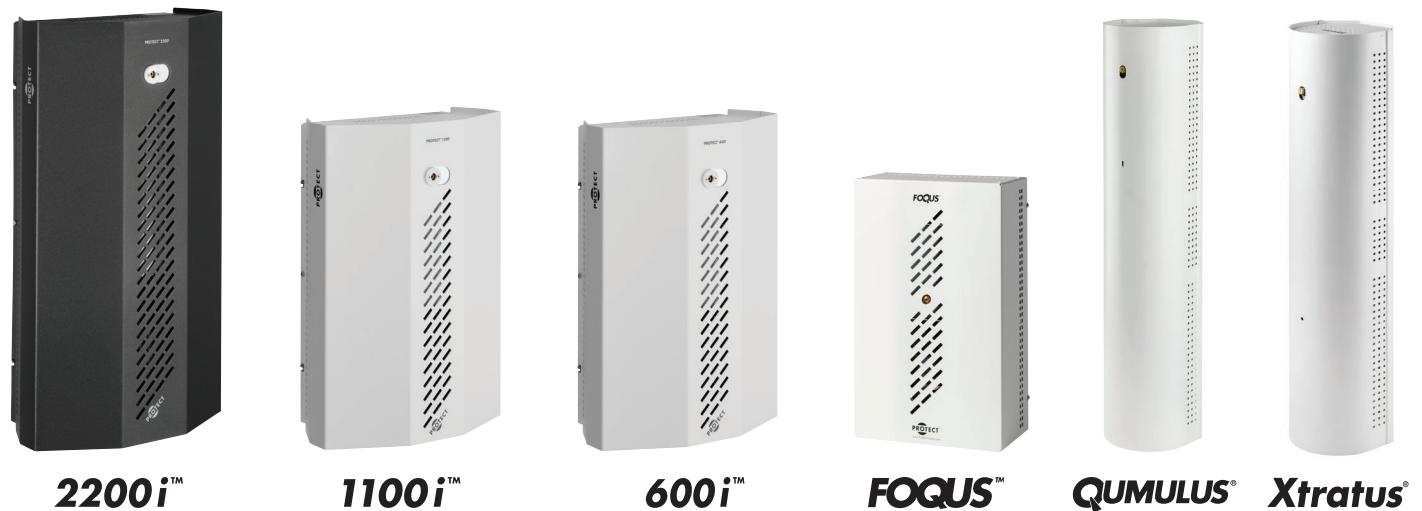


2. IDENTITY

2.2 PRODUCT RANGE

FOG CANNON

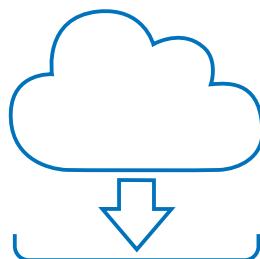
Most of the PROTECT products have a unique logo design that must be used in presentations. When logo is written in text, use capitals/small letters as in the logo design.



2. IDENTITY

2.2 PRODUCT RANGE

PRODUCT LOGOS



PROTECT Download Center

Most of the PROTECT products have a unique logo design that must be used in presentations. When logo is written in text, use capitals/small letters as in the logo design. You can use the logos with or without PROTECT in front.

PROTECT FOCUS™

PROTECT QUMULUS®

PROTECT 600i™

PROTECT 1100i™

PROTECT 2200i™

PROTECT Security Sounder™

PROTECT Security Strobe™

PROTECT IntelliSuite™

PROTECT IntelliBox™

PROTECT IntelliBox IP™

PROTECT IPCard™

PROTECT MultiCard™

PROTECT ZOLO™

PROTECT Xtratus®

2. IDENTITY

2.3 ICONS



PROTECT Download Center

The PROTECT icons can be used as a graphic element anywhere relevant in your communication. They should always be shown without frame – square or circular. The icons can be shown with or without the title depending on where or how they are used.



Warehousing



E-learning



Secured in seconds



Hot-line



Support



Sales/Technical training



Flexible product



5 years warranty



Wireless security fog



High ROI



Global and local



Quality product



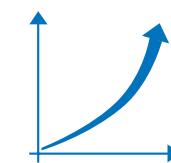
3-in-1 protection



Tested worldwide



Harmless fog



Strong company



Finance



Innovative company

2. IDENTITY

2.4 STATIONARY

LETTER



PROTECT Download Center

Design guide version 4.1

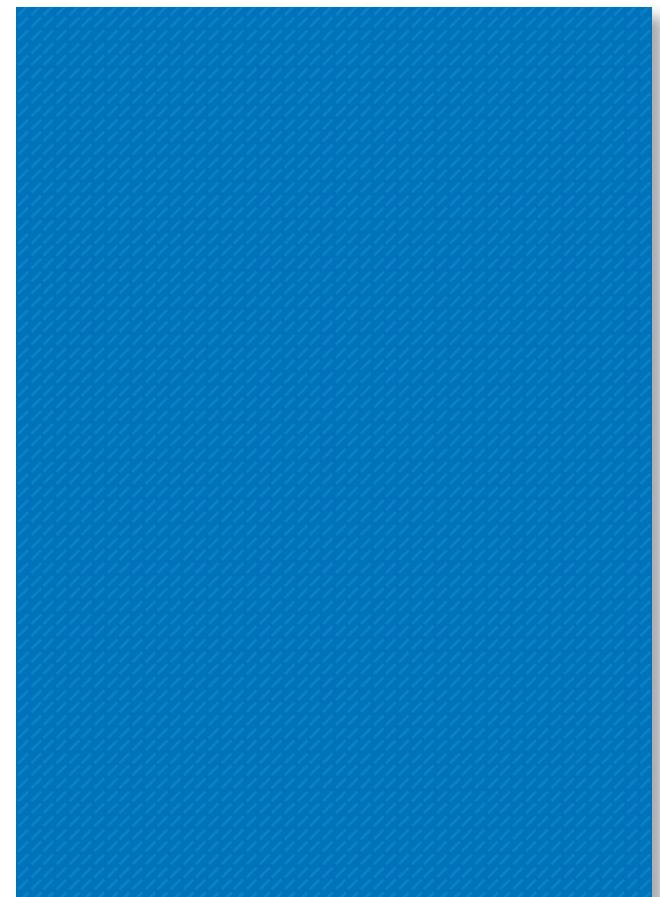
Page 17

PROTECT letter is a European A4 standard size. Left and right margin: X: 25 mm.
 Date: Y: 20 mm. Type: Trebuchet MS, regular italic, 7,5 pt, black 60%.
 Bodytext: Y: 36 mm. Type: Trebuchet MS, regular and bold, 10/14 pt, black 100%.
 You can choose to print it with or without the blue pattern back page.
 Note: The blue pattern background can be a problem in some laserprinters.
 Recommended paper quality: 90 or 100 gram uncoated laser.
 Headquarters will provide a proof print for colour management.

Letter front



Letter back



2. IDENTITY

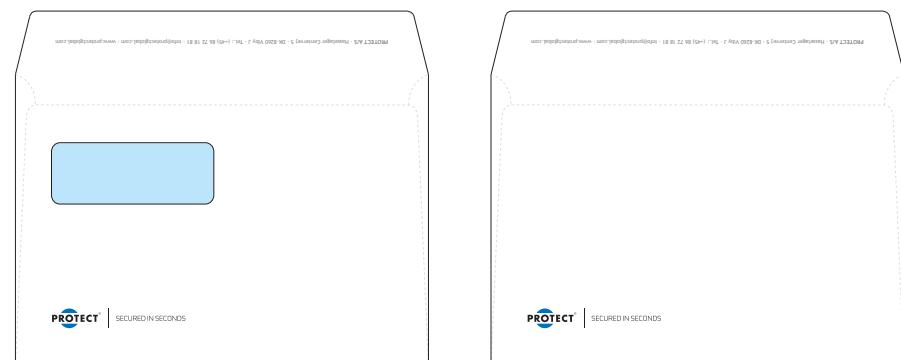
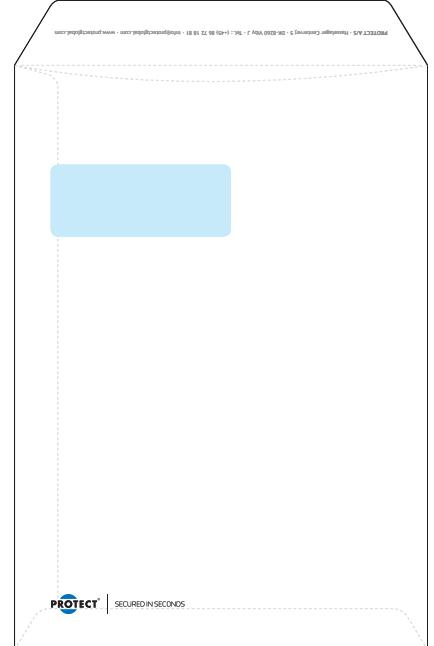
2.4 STATIONARY

ENVELOPES

PROTECT envelopes are European standard sizes:
C4 horizontal and vertical – with or without window.
C5 vertical – with or without window.
Always use horizontal logo on envelopes.



C4 envelope



C5 envelope

2. IDENTITY

2.4 STATIONARY

BUSINESS CARDS



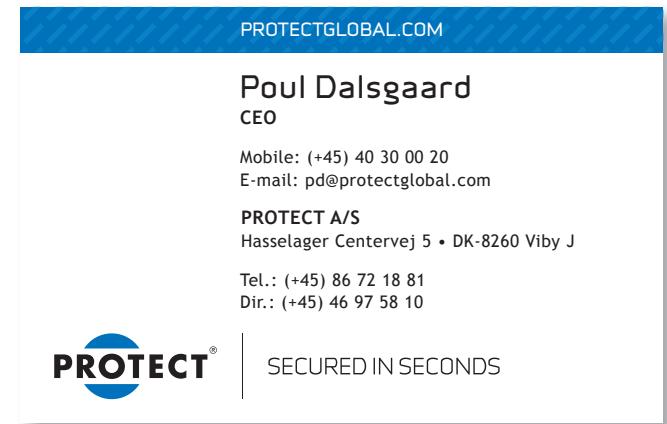
PROTECT Download Center

PROTECT business card comes in two versions:
Printed on transparent, 460 gram polopropylene – print on one side.
Printed on white, coated silk, 350 gram – print on both sides.
Headquarters will provide a proof print for colour management.

Transparent business card



Business card front page



Business card back page



2. IDENTITY

2.4 STATIONARY

PRICE LIST



PROTECT Download Center

Design guide version 4.1

Page 20

Price list, size A4.
This is a template for you to make your own individual price list.

PROTECT distributor price list 2016

230V in Euro

Version: 1.0

August 2016

PROTECT® | SECURED IN SECONDS

		Number of units		
	Item no.	1-29	24-49	50-99
Xtratus®	90010013			
Xtratus is PROTECT's lightest, fast-fit camera device, especially designed for Protect private homes and small businesses. Its high speed protection and sleek design have been achieved through patented fluid technology.				
PROTECT Xtratus Fog Fluid	90020002			
This fluid can be delivered in full boxes of 12 cans.				
Demo-Cable-KIT for PROTECT Xtratus	90020006			
With this kit, you can turn regular fog cameras into a demo unit.				
PROTECT Xtratus includes a 3V battery.				
Fluid can be included. Warranty of PROTECT Xtratus is 24 months.				
IntelliConnector™	SPP0004			
IntelliConnector™ Intelli-USB provides both real-time information, such as data from the fog camera, and software for your PC.				
The software for your PC and software for your PC.				
PROTECT Safe software is only available on PROTECT download center for PROTECT download partners.				
PROTECT MultiCard™	SPP0008			
The PROTECT MultiCard is an add-on expansion board for your fog camera. It can save the end user time and money during installation and integration. PROTECT MultiCard is compatible with all PROTECT fog camera models and can be mounted in only 10 seconds!				
PROTECT IPCard™	SPP0019			
With this expansion board, you can connect with a single fog camera via the internet, and you can expand the functionality of PROTECT Fog Camera significantly. PROTECT IPCard is compatible with all PROTECT fog camera models and can be mounted in only 10 seconds!				

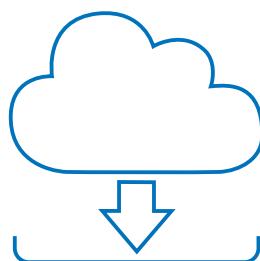
PROTECT®

SECURED IN SECONDS

2. IDENTITY

2.4 STATIONARY

SALES FOLDER



PROTECT Download Center

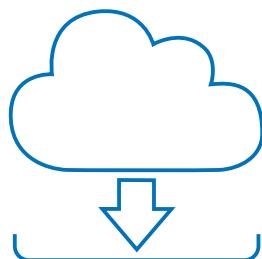
PROTECT sales folder for presentation material, brochures, data sheets etc.
Printed on coated silk, 350 gram, with blue pattern and negative logo on the outside and colour logo
on the inside. For protection finish with neutral lacquer – not coating.
Headquarters can provide you with a proof print for colour management.



2. IDENTITY

2.4 STATIONARY

PAPER BLOCK



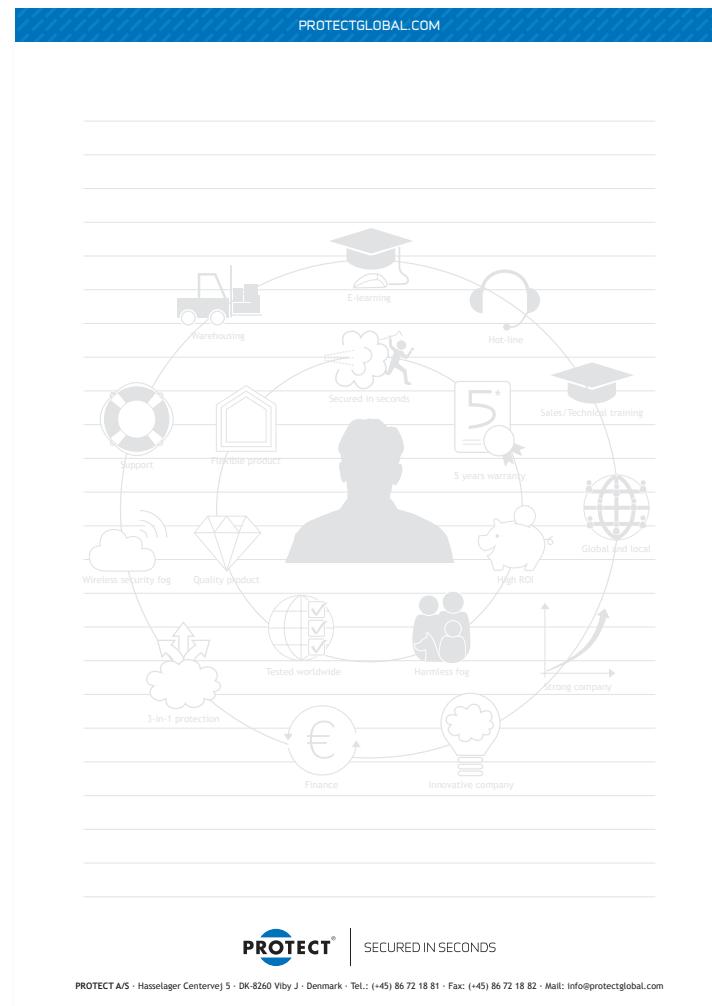
PROTECT Download Center

Design guide version 4.1

Page 22

Paper block, size A4.

With this paper block the PROTECT sales staff always remember to place all the important questions to the customers.

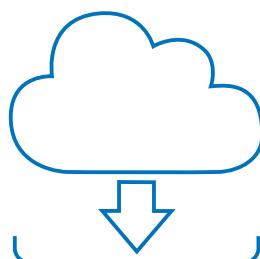


3. MARKETING

3. MARKETING

3.1 PRINT

LEAFLET – PRIVATE SEGMENT



PROTECT Download Center

All PROTECT information to end-users is communicated in handy M65 leaflets. The leaflet will be targeted special segments, campaigns, products, events etc. PROTECT distributors/partners can change images to fit the country's national and cultural characteristics. Distributors/partners are responsible for translating and changing text and contact information.

THE PERFECT PROTECTION WHEN YOU ARE OUT...

Fog security means the immediate protection of your valuables!

A PROTECT Fog Cannon will fill a room with a blanket of dense security fog, rendering the intruder blind, it works on the principle that you cannot steal what you cannot see.

Keep the intruders out for up to one hour - ample time for police or security services to arrive.

This video shows a construction of an attempted burglary in a private home. After only 3 seconds the burglar is out again. Watch this and many other videos on protectglobal.com.

BE SAFE - SLEEP WELL WITH Xtratus®

The worst thing to lose is irreplaceable items of great sentimental value like gifts, inheritance, jewellery, art, silverware and furniture. While you and your family are out, we protect your valuables, computers, hi-fi equipment, cash, children's toys, bikes, cars or whatever makes your life precious.

READ OUR FAQ AND MORE ON PROTECTGLOBAL.COM

M65 leaflet - home owners

3. MARKETING

3.1 PRINT

LEAFLET - BUSINESS SEGMENT



PROTECT Download Center

All PROTECT information to endusers is communicated in handy M65 folder. The folder will be targeted special segments, campaigns, products, events etc. PROTECT distributors/partners can change images to fit the country's national and cultural characteristics. Distributors/partners are responsible for translating and changing text and contact information.

PROTECTGLOBAL.COM

WHEN YOU CLOSE YOUR SHOP

Prices from **598€**
+ fluid & V.A.T.

Fog Cannon
wall. Also possible with concealed

your most expensive goods or even
low operating costs, rapid
it and with up to 5 year warranty
fog is completely harmless to
furnishings, IT and electrical

WE KEEP YOUR BUSINESS SECURED

PROTECT® | SECURED IN SECONDS

THE PERFECT PROTECTION WHEN YOU ARE OUT...

Fog security means the immediate protection of your valuables!

A PROTECT Fog Cannon will fill a room with a blanket of dense security fog, rendering the intruder blind, it works on the principle that you cannot steal what you cannot see.

Keep the intruders out for up to one hour - ample time for police or security services to arrive.

BE SAFE - SLEEP WELL WITH SECURITY FOG

Regardless of whether you are a shop owner, or the person responsible for security in a retail chain, the business' valuables and the safety of your staff will be of paramount importance to you. And after a burglary, it is critical that you are back in business quickly.

Security fog makes theft, vandalism and robbery impossible and leaves you with peace of mind to focus on running your business.

READ OUR FAQ AND MORE ON PROTECTGLOBAL.COM

3. MARKETING

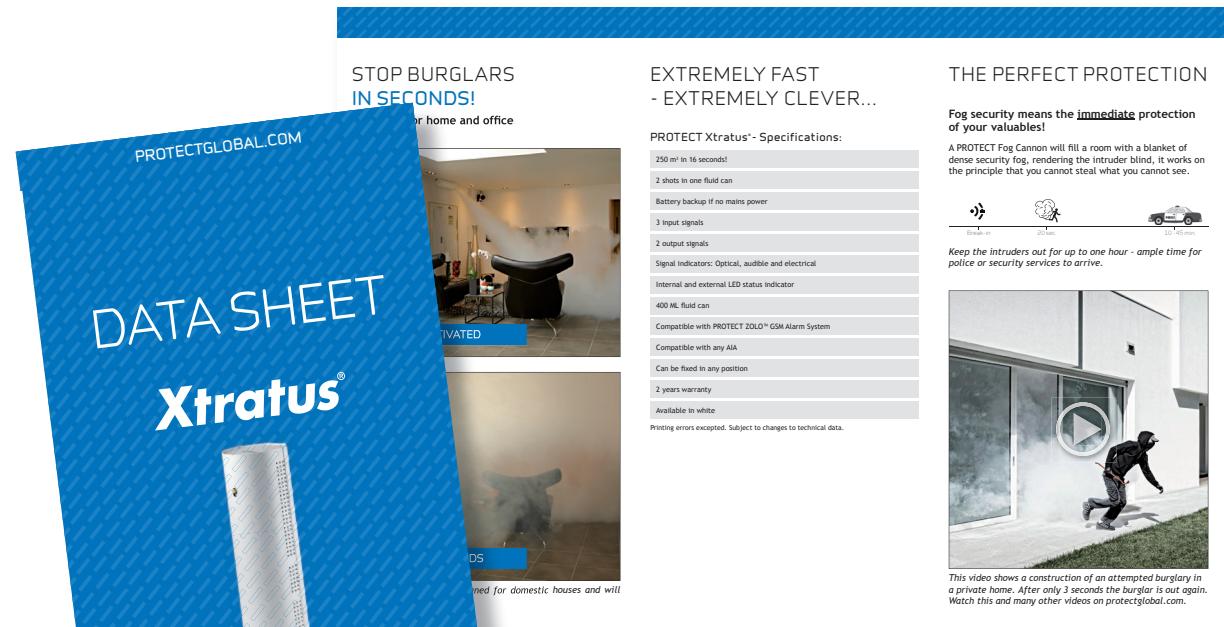
3.1 PRINT

LEAFLET – INSTALLERS



PROTECT Download Center

PROTECT has developed a range of information material for our installers. The M65 leaflets will always have the front cover with the blue pattern – and thus recognizable identity – for installers only. PROTECT distributors/partners can change images to fit the country's national and cultural characteristics. Distributors/partners are responsible for translating and changing text and contact information.

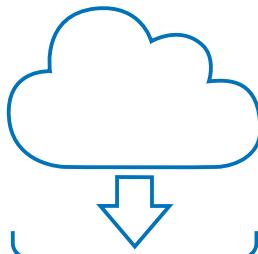


M65 leaflet - installers

3. MARKETING

3.1 PRINT

DATA SHEET



PROTECT Download Center

PROTECT has developed a range of information material for our installers. The A4 data sheet is easy to overview.

PROTECTGLOBAL.COM

600i™

Up to 5 year warranty

Excellent quality - Danish design. 600i comes with a 2 years warranty. Three extra years can be added for free requires online product registration on protectglobal.com/extra-warranty.

Possibility of 4 angled nozzles

600i comes with a straight nozzle. However it can easily be exchanged with different angled nozzles with one or three holes straight or 30°.

XTRA® fog fluid

Sturdy, reusable fluid container with XTRA® fog fluid. Extra white and dry fog fluid with short dispensation time. Quick and easy replacement without fog fluid spillage.

Tests & approvals

The model 600i is tested and approved in accordance with IEC 62642-8 (a worldwide standard for fog canon units). Test certificates can be obtained on protectglobal.com/documentation

Features:

- Discharges 700 m³ of fog at full speed in 60 seconds
- Turbo function to discharge 600 m³ in only 30 seconds
- Flexible adjustment between 290 and 700 m³ to exactly fit the size of the room
- 100 % silent in standby mode
- Pulse function for up to 9 minutes (discharge time of the fog)
- Compatible with any alarm system including ZOLO GSM Alarm System
- Compatible with iPCard, MultiCard and IntelliBox
- Data log memory possible with IntelliSuite
- Prepared for 4 different angled nozzles and nozzle extension piece

Specifications:

Fog performance, example:
30 sec.: 600 m ³
60 sec.: 700 m ³
60 sec.: 600 m ³ , pulse: 1700 m ³
3 time settings from 290-700 m ³
Optional pulse function (can shoot several times)
1.1L, reusable fluid container included
Enough fluid for 7 discharges in one container
Electronic fluid measurement
Power consumption: 1050 W
Mains connection: 230V, 50 Hz
Standby consumption after heating up: 60 W (on average)
Standby consumption when heat is disabled: 5-10 W
Heating time from cold: 15 min.
Re-heating time after fog discharge: 0-5 min.
Operating temperature (min./max.): 5/80 °C.
Input: 5 signals
Output: 3 signals
On/off dipswitches for setting of fog time, signals and heating
Backup of electronics and pump (2 x 12V, 1.2 Ah)
Power backup after power failure: Up to 3 hours
Built-in automatic battery testing
Optical, audible and electrical signals/indicators
Status indicator on PCB
External status indicator
Anti-sabotage, impact-resistant steel casing
Colours available: White and black
Dimensions: L: 475, W: 332, H: 154 mm
Installation weight: 12.6 kg
Printing errors excepted. Subject to changes to technical data.

PROTECT | SECURED IN SECONDS

PROTECT A/S - Hasselager Centervej 5 - DK-8260 Viby J - Tel.: (+45) 86 72 18 81 - Fax: (+45) 86 72 18 82 - Mail: info@protectglobal.com

A4 data sheet - 600i

PROTECTGLOBAL.COM

iPCard™

Save time and money

PROTECT iPCard can save the end users and the alarm installers a lot of time and money.

Quick installation

The iPCard suits all PROTECT Fog Cannon models (excepting Xtratus) and can be mounted in only a few seconds.

Service on distance

Via the software package IntelliSuite on the computer and an iPCard in the fog cannon it's possible to monitor, analyze and debug a fog cannon simply via network access.

PROTECT | SECURED IN SECONDS

PROTECT A/S - Hasselager Centervej 5 - DK-8260 Viby J - Tel.: (+45) 86 72 18 81 - Fax: (+45) 86 72 18 82 - Mail: info@protectglobal.com

A4 data sheet - iPCard

3. MARKETING

3.1 PRINT

CASE STUDY



PROTECT Download Center

Case studies in the new design also comes as a M65 leaflet. They can be customized to a special customer segment, an exhibition, a local campaign etc.
It is a fixed template with elements like e.g. customers' quotes, text and images related to the case plus general information about security fog and PROTECT.

STOP TYVENE PÅ SEKUNDER!
- Velegnet til butikker, lagre og kontorlokaler

DEN PERFEKTE SIKRING NÅR SIDSTE MAND ER GÅET...

SOV GODT OM NATTEN MED SIKKERHEDSTÅGE

Tankstationer er oftest afsides bygninger, man hurtigt kan komme til og fra. Det øger risikoen for røveri og indbrud, og tyvene går typisk efter kontanter, tobak og spiritus. Hærverk er også et problem.

Så det kostet både mange penge, stor tryghed og værdifuldt tid. Derfor har verdens største olieselskaber installert sikkerhedstæge på tankstationerne mod tyveri, røveri og hærverk. Fordi det virker, og fordi det sparer penge.

TÅGEKANONER TIL DIN SIKKERHED

- Intet rum er for lille eller stort
- Vælg mellem flere modeller afhængig af behov
- Beskyt værditøbke, tobak, spiritus osv.
- En beskeden investering med lave driftskostninger
- Hurtig tilbagebetalingstid
- Op til 5 års garanti
- Tågen efterlader ingen spor og er fuldstændig ufarlig for levende væsener, elektronik og inventar

M65 leaflet - case study

3. MARKETING

3.1 PRINT

ADS

Ads can have all kind of sizes and shapes. We guide you with a couple of examples and advice you to consult PROTECT headquarters for proof reading.



WxH: 210x297 mm



WxH: 185x85 mm



WxH: 297x210 mm



WxH: 131x180 mm

3. MARKETING

3.2 EXHIBITION

STAND DESIGN SKETCHES

PROTECT aims a uniform communication in order to brand the company, our solutions and our products worldwide and confirm our position as market leader. This is of great importance on exhibitions where our brand is exposed to many people – often in competition with our competitors. Exhibition stands can have many sizes and shapes. Headquarters will provide you with sketches for your stand design and recommendations for designing it. On this page you find our global exhibition design.



The new global exhibition design of PROTECT. The logo on the top of the demo cabin is cut out and is illuminated with a back light - that is why it appears in a lighter blue than the back wall; however the colour code is the same.

3. MARKETING

3.2 EXHIBITION

STAND DESIGN EXAMPLE

Here you can find some inspiration from an exhibition where we were present with a medium size stand in the new design.



3. MARKETING

3.2 EXHIBITION

DEMO CABIN

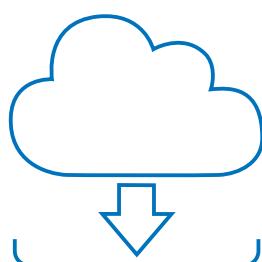
PROTECT has an inflatable and transportable demo cabin to bring for exhibitions, markets and events where it would make sense to be present.
Headquarters will put you in contact with the producer of the inflatable demo cabin.



3. MARKETING

3.2 EXHIBITION

ROLL-UP BANNER



PROTECT Download Center

Design guide version 4.1

PROTECT have designed a template for roll-up banners, size: 85 x 200 centimeters.
The design consists of 3 communication elements: Headline message, 1-2 images, short explanatory text.

PROTECTGLOBAL.COM

WHILE YOU RELAX...



... WE PROTECT YOUR HOUSE

A fog cannon will secure your premises within seconds, making it impossible for the burglar to steal anything!

PROTECT® | SECURED IN SECONDS

Page 33

3. MARKETING

3.3 MERCHANDISE

WATER BOTTLE



PROTECT Download Center

PROTECT have designed a water bottle label. We bring water and the water cooler at exhibitions, seminars, meetings, courses etc.



3. MARKETING

3.3 MERCHANDISE

USB MEMORY STICK

PROTECT is working on a range of merchandise for give-away purposes. One example is the USB memory stick.



3. MARKETING

3.3 MERCHANDISE

MOUSE PAD

PROTECT is working on a range of merchandise for give-away purposes. One example is the mouse pad. Concerning use of the blue pattern on merchandise articles please read page 10 and contact the headquarters for advice.

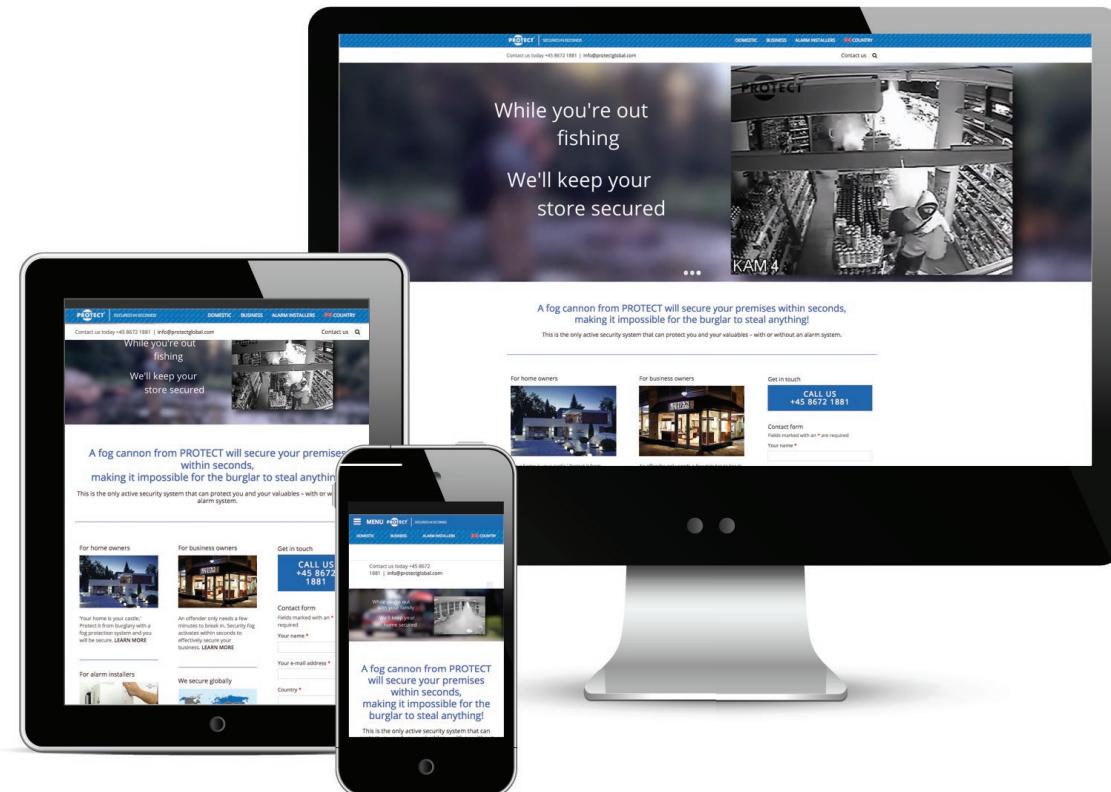


4. DIGITAL

4. DIGITAL

4.1 WEBSITE

We have developed a new corporate, responsive design, build in Wordpress. All PROTECT distributors and partners can get their own official website. Headquarters' support team will educate in editing content on the website or we can offer to do this for you. You can add other videos, images, case studies etc. to your individual website.



4. DIGITAL

4.2 SOCIAL MEDIA

FACEBOOK

Will be ready in the next version of the design guide

4. DIGITAL

4.2 SOCIAL MEDIA

LINKED-IN

Will be ready in the next version of the design guide

4. DIGITAL

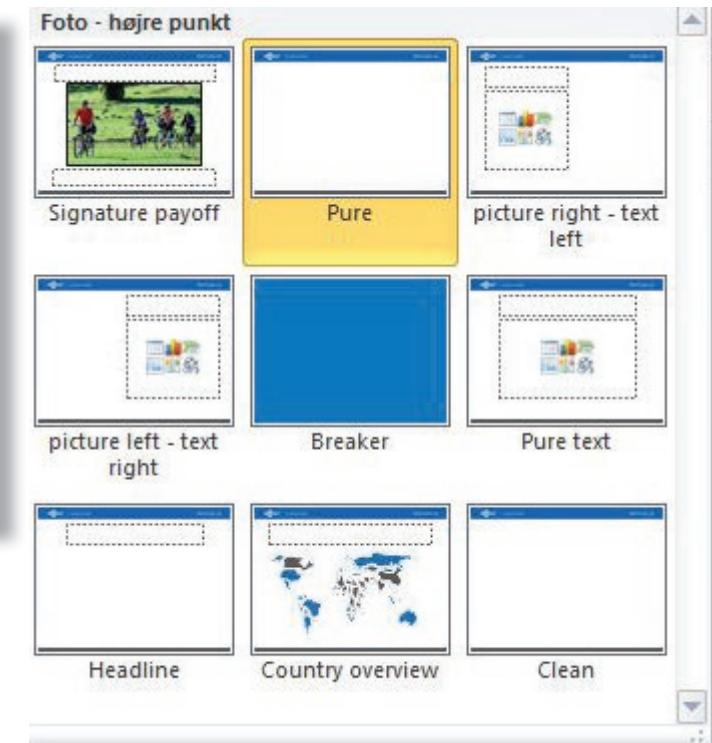
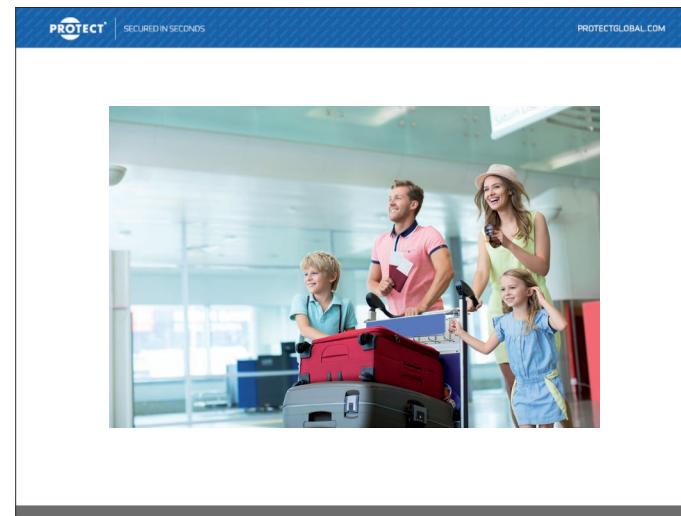
4.3 PRESENTATION

POWER POINT



PROTECT Download Center

We encourage all partners to maintain a strict corporate style in all communication. For presentations we have designed a Power Point template with forms for text and images – on various pages. When you use the 9 different pre-design forms you don't need to concentrate on text font, text sizes and where to place images and text. In the Power Point top menu you can change the form according to your need.



4. DIGITAL

4.3 PRESENTATION

VIDEO



PROTECT Download Center



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4. DIGITAL

4.4 MAIL SIGNATURE

We encourage all distributors and partners to maintain a strict corporate style in all communication. Thus also in your mail signature.
The amount of information in the signature besides company name, phone number and website is optional.
Font in text: Trebuchet Reg. 10 pt, black.
Font in signature: Name Trebuchet Bold 10 pt, black. Signature text Trebuchet Reg. 8 pt, black.
Company video, campaign material etc. is placed below the signature.

Best regards

Poul Dalsgaard
CEO / Managing director



Direct: [+45 46 97 58 10](tel:+4546975810)
Mobile: [+45 40 30 00 20](tel:+4540300020)
SKYPE: Poul.Dalsgaard.On.Skype

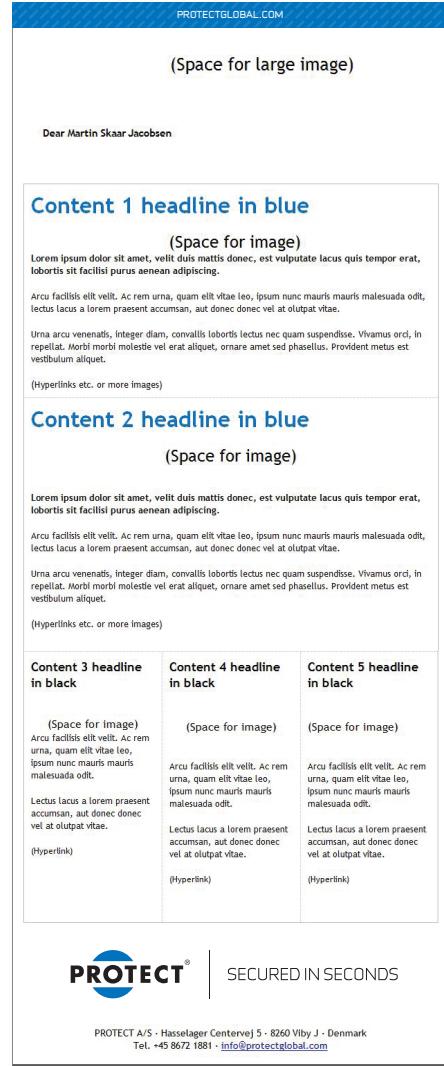
PROTECT A/S
Hasselager Centervej 5
DK - 8260 Viby J.
Office: [+45 86 72 18 81](tel:+4586721881)
Protectglobal.com



4. DIGITAL

4.5 NEWSLETTER

As a distributor/partner you want to keep your installers and other collaborators updated on company news – by sending out a newsletter on a regular basis. We encourage you to use the standard company template for this purpose, and we recommend that a newsletter is mailed out once a month.



Newsletter template



Newsletter example

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PROTECT A/S · Hasselager Centervej 5 · DK-8260 Viby J · Tel.: (+45) 86 72 18 81 · info@protectglobal.com · protectglobal.com