

Voucher for Marketing Material

Guillaume Janssen (EN)

General information

Photos and video's of our products can be valuable for us with regards to marketing purposes, these can for example be used in brochures, on our website(s) or on social media channels. The value can depend on the type of system, project, location, quality, etc. Via this voucher we have some general guidelines and information for this material.

Voucher value

The value of the voucher is depending the quality and usability of the photos and videos presented. The following table is a guideline of the value of several references:

	Photos:	Photos & Videos:
Standard:	€ 150,-	€ 250,-
Larger project or Custom product*	€ 300,-	€ 450,-
Unique project**	€ 500,-	€ 750,-

*a project consists of at least 5 systems.

**a unique project is a listed special building (e.g. a palace or museum), a special building (e.g. an airport or well-known building), can owned be a famous user/resident (e.g. on the Forbes list, actor, singer, etc.) or any other unique situations – this is at the discretion of GJ.

Conditions

1. It is required to consult with GJ first to check if the photos are required, we have for example sufficient photos of standard products (rollers, zip screens, etc.) so these are only required for more special systems or more unique configurations and situations.
2. The voucher will be a discount on the next following order/project, there will be no minimum order value and no expiring date. We keep track in our system but it is helpful if you remind us with this as well.
3. An approval is required by the owner/customer, this approval needs to be arranged by you and falls under your responsibility.
4. We have the right to use the photos without mentioning any further details.
5. We have also the right mentioning the project name or client, if this is not allowed please inform us in advance. This can for example be an issue with branding names (soccer clubs or famous people).



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Make sure of the following items:

- Photo format: JPG, TIFF or PNG.
- Quality sufficient megapixel and size > 4Mb.
- Quantity of material required (more is better in this case).
- At least 10 quality photos and at least 3 videos.
- Custom products or projects at least 20 quality photos and 6 videos (without any company logos on it).
- Make sure there are no obstructive items visible, such as; ladders, scaffold, toolboxes, company vans etc.
- Make sure there are no persons visible, this is complicated due to the portrait rights.
- Make sure the systems and its surroundings are cleaned, not damaged, etc.
- Take the lighting into account, the complete system should be clearly visible.
- Make multiple shots from the same angle with the system in operation, this shows the running of the system.
- For videos it is required to use a stabilizer or a stand, shocking videos are not quite usable.
- The photos needs to be shared in such way the quality is not downsized, this can for example easily be send by We-Transfer or via Google Drive, you can send it to marketing@gjbv.nl.

Other details/options

- Very special videos can be rewarded extra, you can think of professionally edited videos or drone video's, etc.
- If the project is of special interest for any of the involved companies we can decide to hire a professional photographer or cameramen or hire someone for drone pictures. The costs for this can be shared accordingly, the above mentioned items for a voucher is not applicable anymore – contact us for any questions.

Note:

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Our general terms and conditions are applicable on all products and services.

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