



Distributor & Representative Marketing Requirements

It is not required that distributors and representatives market our product, but if you do these requirements must be met.

Selling or distributing UL certified products manufactured by Ballistic Barrier Products Inc (BBP) enables partners to offer unique solutions not currently available from other sources in the market. Because BBP is the company of record with the product's UL certification, it is necessary in your advertising and promotion to include BBP name, logo, and UL mark specific to the product listing.

We have developed this document to detail requirements for distributors and sales representatives to be accurate in all forms of media.

When you promote products manufactured by Ballistic Barrier Products, your affiliation with BBP must be visible through:

- Print and digital advertising
- Web site (each page that promotes BBP products) and social media channels.
- Sales collateral and at any trade shows you attend.
- A company video or news release
- Your email signatures.
- On your vehicles, on or in your building, or on your building signage

Please follow these requirements when promoting and communicating Ballistic Barrier Products' UL certified products:

- Always use the BBP logo with our name: Ballistic Barrier Products. Details of the logo are outlined in our branding & marketing document.



- If you use our additional differentiators on your promotional items such as the UL Certification, US Patent, or Awards please contact BBP to get our branding and marketing requirements package. UL is strict when depicting their logo!
- Refrain from using any reference to Ballistic Barrier Products within internet domain names or company names. Ballistic Barrier Products and our logo are our identity, dealers have their own identity and should not represent themselves as BBP.
- Make sure that any references to BBP ballistic solutions include our name and logo produced from our branding & marketing materials in a clear and accurate manner., no



pixelated images clipped from our webpage or from our electronic product briefs. Please refer to our branding and marketing database for guidance.

- If you choose to include any of our listings on your site, please contact BBP for assistance to ensure correct representation on your Web site, catalog, store display or advertising.
- Please ensure that our logo is used in relation to the specific UL certified product and that you're using the correct images.
- If some products appearing in a website, brochure, ad, or catalog are entitled to bear the BBP and UL Mark but others are not, you must ensure the wording and placement of UL references and make it clear which products are in fact certified by UL and which are not. Do not use the UL Mark in general advertising or promotional material to suggest that noncertified products have, in fact, been certified.
- Websites, catalogs, store displays or advertisements should only illustrate product uses that are consistent with a product's UL certification.
- Make sure third-party entities understand the scope of the Distributor and Manufacturer relationship and it is clearly articulated that you are Distributor and BBP is the manufacturer.
- Avoid claims about a product's level of safety in relationship to UL certification.
- The UL Mark should never appear more prominently in any advertising or packaging than the name of the company manufacturing or selling the product.
- The UL Mark and any words used to describe product certification must be large enough to be legible.
- Please do not use the UL Solutions name or any UL Mark as an identifier or in any Web domain or subdomain names. Ballistic Barrier Products and our logo are our identity, dealers have their own identity and should not represent themselves as BBP. UL is an independent certification body, not part of BBP or our Distributor network.
- All materials that bear the Ballistic Barrier Products name must be approved by Ballistic Barrier Products (We will help you ensure it is correct).

Sample correct references	Incorrect references
Ballistic Barrier Products is UL certified	Our Products are approved by UL.
UL certified product	We sell UL certified products.
This product is certified to applicable standards and requirements by UL Solutions.	The UL Solutions approved products we sell are the safest on the market.
This product is certified by UL Solutions. Representative samples of this product have been evaluated by UL Solutions and meet applicable standards.	This product is tested to UL Standards.
Ballistic Barrier Products are manufactured in Tennessee.	We manufacture this product.



Use of the Kevlar Brand Name

The name Kevlar is a protected registration belonging to Dupont and it demands payment agreements to use it freely; however, there are some rules for open use of the term that it cannot stop if worded correctly:

- The term must always be used side-by-side with the Dupont name: Dupont™ Kevlar®
 - Note that Dupont is just an unregistered trademark (gets the ™ symbol)
 - Kevlar is a registered trademark (gets the ® symbol)
- The only way to safely use the term Kevlar is if several elements of the roll good's content are listed along with it. It is being used correctly if the overall text looks like a list of ingredients or recipe for the roll good:

Correct use:

- Dupont™ Kevlar® core
- Polyester cover material
- Elastomer top and bottom

Or

"Made with a Dupont™ Kevlar® core for ballistic-resistant, polyester cover material front and back for both aesthetics and protection of the core from sunlight and moisture."

- Additionally, ANY time it is used, this exact phrase needs to be noted somewhere on the same page:

"DuPont™ and Kevlar® are trademarks or registered trademarks of affiliates of DuPont de Nemours, Inc."

- If the rules to use the name Kevlar are too cumbersome, simply use the term "para-aramid" instead (e.g. "Shades made from para-aramid fabric").