

Communications guide

As a member of our BioCred Channel Program, you are allowed to communicate BioCred in any way you find effective, whether it's through **newsletters, brochures**, or even sharing posts on your **social media channels**.

You are allowed to use your graphic and communication style, provided they align with our overall image and messaging.

As part of a co-branded project, we ask you to respect the following guidelines:

GUIDELINES

- Do **NOT** share any sensitive information and any details covered under NDA;
- Regarding Biocred's functions and characteristics, you can find all the information you need in the Sales & MKGT kit and on our website. **It is absolutely forbidden** to promote functions that are not explicitly mentioned in these two sources.
- In case you use our logo, you **must** submit to our Marketing department **every material for prior approval** to this email address: panini.marketing@panini.com

MESSAGING

You can find all the information you need about BioCred in the **Sales & Marketing Kit** we provided you, and obviously also on our website (panini.com) and on our LinkedIn profile.

It will be **our concern to inform you** of any changes.

Thank you.

For more information, visit panini.com

