



## REQUEST DEALER WEBSITE UPDATES

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### HOSHIZAKI AMERICA, INC. REQUESTS DEALERS UPDATE WEBSITES WITH MOST CURRENT MANUFACTURER'S RESOURCES

**Peachtree City, GA (April 24, 2017)** – Hoshizaki America, Inc. wants to thank you for supporting the HOSHIZAKI brand on your showroom floors and/or website(s).

We have made a few changes to our logo and message that we need your help in implementing on your website(s) and marketing material as soon as possible.

#### New HOSHIZAKI Global Marks - Penguin Logo and Text:

Competition in the global market demands we have globally recognizable logos and take precautions to standardize it across all platforms and protect it from counterfeits. We have updated the penguin's eye in the logo to a white ring with a black pupil with a white dot. There should be no words in the black ring, only 2 blue star starbursts and 5 white stars. The blue in the logo, should always be 100% cyan.

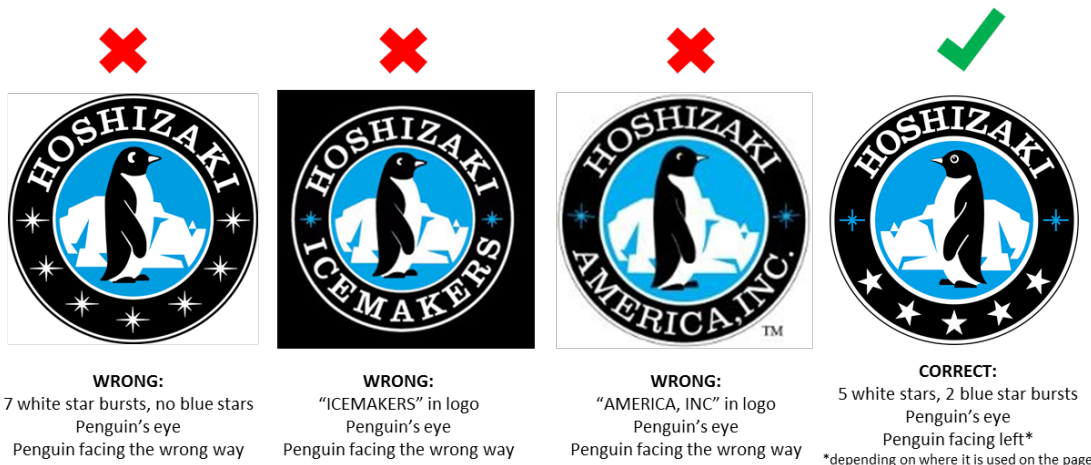


Figure 1- Penguin Logo Comparison



Figure 2- HOSHIZAKI Text Logo

If you use the text “HOSHIZAKI” logo, please make sure to use the most recent and official version as specified to the left.

#### Download new HOSHIZAKI brand guide & logos:

When using any HOSHIZAKI logos, please refer to the [HOSHIZAKI BRAND GUIDELINES](#) for proper use and placement procedures.

Download print and web versions of these new logos, on our Google Cloud Drive page here: <https://goo.gl/341OSn>

#### Use the following paragraph to describe or introduce HOSHIZAKI:

HOSHIZAKI is the world leader in the design, manufacturing, and marketing of a wide range of products for the foodservice industry including ice machines, refrigerators, freezers, prep tables, display cases and dispensers.

Our attention to detail, continuous innovation, smart application of technology and commitment to the highest standards - ensures that our customers have exceptional quality products.

With corporate headquarters in Peachtree City, Georgia and a second manufacturing facility in Griffin, Georgia, Hoshizaki America, Inc. employs over 700 people nationwide. Hoshizaki has been awarded the ENERGY STAR® Partner of the Year - Sustained Excellence multiple years in a row for their continued leadership in protecting our environment through superior energy efficiency achievements.

YouTube video link: [https://youtu.be/U0kkvil\\_78g](https://youtu.be/U0kkvil_78g)

Download video: <https://drive.google.com/open?id=0B3DWjIAakgcuOGZtX21jdzBTakk>

#### Use our latest tagline and campaign, “HOSHIZAKI. BEYOND STRONG”:

##### **HOSHIZAKI. BEYOND STRONG.**

It's the promise of reliability... and the peace of mind that comes with it. It's performing beyond expectations... with relentless durability and sustainability. It's knowing we've already thought about your future and can endure at the next level. It's tough in the kitchen... and gentle on the planet. It's in our DNA: Efficient, Reliable, Clean, Durable. Hoshizaki.....loved around the world!

YouTube video link: <https://youtu.be/8FuJDd3hdHs>

Download video: <https://drive.google.com/open?id=0B3DWjIAakgcua29CckRNMW9zM1k>

### Download or link to the newest HOSHIZAKI videos:

We have updated and revised many of our videos. They are yours to use on your website, and in your showrooms.

Youtube channel: <http://www.youtube.com/user/618hoshi>

Download videos: <https://drive.google.com/open?id=0B3DWjlAakgcuazRqMU5jeFpvTTg>

Subscribe to our monthly email blasts to get the latest HOSHIZAKI products, sales literature, videos, and updates to manuals & spec sheets: <https://goo.gl/i7F9WF>

### Remove any logos or pictures with the US flag under HOSHIZAKI products:



Figure 3- Remove “US flag” images or pictures

### Update product information, specs, and resources with new logo and message:

Our products are continuously improved and specs updated. As a HOSHIZAKI dealer, we want to make sure you have access to this up-to-date product database as well!

Download the HOSHIZAKI website files (.csv, excel, pictures, specs, etc) here:

<https://drive.google.com/drive/folders/0B3DWjlAakgcuS2dBMHVUcUJPVWs>

We recommend that you use our URL links to our spec sheets, sales literature, and manuals - so your customers will always have access to the latest version.

### Timeline for implementing changes:

Thank you again for your continued support of HOSHIZAKI and I hope that we can work together to get these changes implemented on your website and marketing materials within the next few weeks (**May 5<sup>th</sup> deadline**). Please contact me or your [HOSHIZAKI distributor](#) if you have any questions or concerns about accomplishing these revisions before the deadline.

### Follow up checks and further communication:

We will conduct future follow up checks to offer suggestions and corrections. Please forward this letter to the proper personnel within your organization (CMO, webmaster, digital content specialist, etc). Email me their name and email address so that we can directly connect about any future changes or updates: [marketingrequest@hoshizaki.com](mailto:marketingrequest@hoshizaki.com)