



## HERSCHEL SUPPLY CO. – FREQUENTLY ASKED QUESTIONS

### WHO IS HERSCHEL?

- Herschel is a leading global lifestyle brand that manufactures the finest quality goods and accessories. One of the promotional industry's most highly sought bag brands, it's sold in over 10,000 stores globally.

### IS HERSCHEL EXCLUSIVE TO PF CONCEPT?

- Yes, PF Concept is the only authorized supplier permitted to print Herschel bags in the EU.

### WHAT ARE THE HERSCHEL BRAND MARKETING GUIDELINES?

- The creation of marketing and/or promotional material (print or online) featuring the Herschel brand or its products is prohibited.
- Using PF Concept's approved marketing collateral is permitted for presentations and any related sales activity (as long as this is limited to direct end-client sales efforts).

### CAN I ORDER BLANKS?

- Herschel is only available for printed orders. Blank product is available for sample orders only.

### WHAT ARE MY PRINTING OPTIONS?

- "Non-Standard Location" requests are not available.
- Only "Standard Locations" are available. Standard locations are listed on the individual product pages.

### ARE THERE ANY PRINTING RESTRICTIONS?

In alignment with the Herschel brand, we are unable to print Herschel items with logos from select industries, including:

- Oil and gas sector,
- Adult entertainment sector,
- Alcohol sector,
- All smoking and vaping industries, including, but not limited to, tobacco, marijuana, e-cigarettes or vapes,
- Firearm industries, associations and affiliates,
- Pharmaceutical sector,
- Cosmetic surgery sector
- Political channels

### IS THERE A DIFFERENCE BETWEEN THE PF CONCEPT STOCK AND WHAT HERSCHEL SELLS IN RETAIL?

- PF Concept's styles are exactly the same as Herschel retail styles.