

## Campaign FW2026 - Copyrights FUCHS SCHMITT

Buyouts Europe 1/2 year BtB and 1/2 year BtoC / Europe (mainly DACH / BENELUX / FRANCE) / PR (editorial articles, print, online) / Trade fair (trade fair stand, film, advertising) / Print (especially brochures and mailings) / Advertising (print, online, social media) / Outdoor advertising (city lights, billboards or bus wraps) / Retailer advertising (decorations/shop windows, mailings, video screens, online, social media, outdoor advertising, brochures, advertisements) / Film (image film, social media clips, online use, retailer POS, websites and social media channels, showrooms).

Period of use:

1) Business-to-business use:

From November 2025 to June/July 2026 – only for trade journals (e.g. Textilwirtschaft), FUCHS SCHMITT showrooms, fashion fairs, FUCHS SCHMITT corporate social media (@fuchs.schmitt.company) and website (company.fuchsschmitt.de)

\*Online and social media: After the end of the period, no new posts may be created and/or published using the image material. Existing publications during the agreed period on social media accounts, apps, websites, e-commerce tools (including those of distribution partners) may remain.

2) Business-to-consumer use:

From July/August 2026 to January/February 2027 – Advertisements (print, online, social media channels) / Brochures and mailings / Outdoor advertising (city lights, billboards or bus wraps) / retailer advertising (decorations/shop windows, mailings, video screens, online, social media, outdoor advertising, brochures, advertisements) / film (FS website and all social media channels, retailer websites and social media channels, POS).

\*Online and social media: After the period has expired, no new posts may be created and/or published using the image material. Existing publications during the agreed period on social media accounts, apps, websites, e-commerce tools (including those of distribution partners) may remain in place.

**Please be sure to observe the aforementioned restrictions when using the photos. We point out that any transgression of the framework of the granted rights of use with the aforementioned restrictions results in a violation of copyrights and personal rights of the models, which falls solely in the area of responsibility of the user and may result in particular in warnings with costs. We assume no liability for this.**

All media (campaign images, motifs, films, photographs) may generally **not be changed** or only used in part. Any change (possibly model, background, logo, etc.) requires our prior written consent.