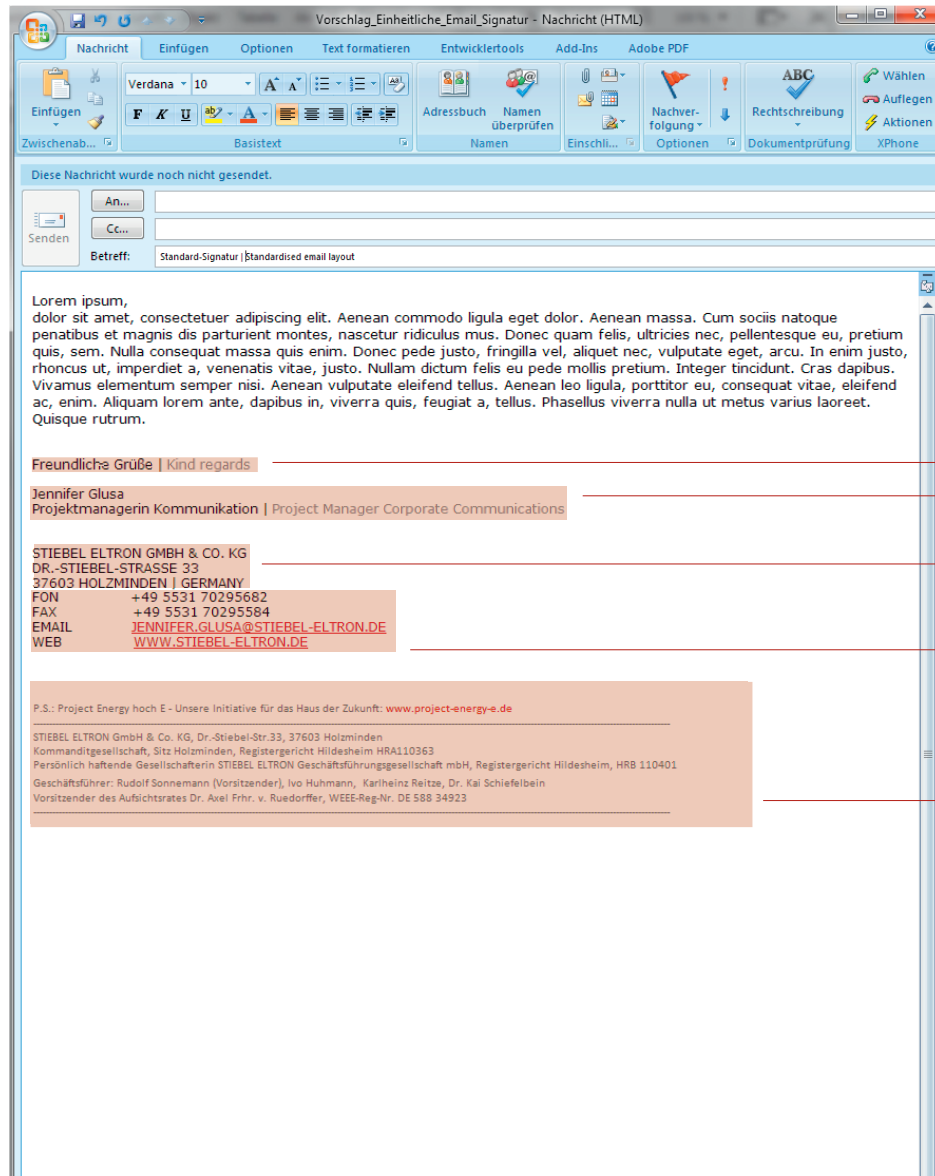


# STIEBEL ELTRON | Standard emails | Layout



## GENERAL INFORMATION ABOUT EMAIL AND EMAIL SIGNATURES:

- › We will only achieve a uniform signature if we all send and receive email on the same technical basis. Please write and receive email as HTML text.
- › The font for the entire email is Verdana with a font size of 9 pt.

## GENERAL INFORMATION ABOUT EMAIL SIGNATURES:

- › An email is often the first written form of contact and is therefore an important instrument for the corporate identity of a business. When an email signature has a uniform format, it supports the brand profile and helps the recognition factor.
- › An email signature should have a clear structure.
- › As a global company, our email signature is also international.
- › The STIEBEL ELTRON email signature doesn't include a logo; this would constitute an attachment and there is a far greater risk that an email with an attachment could be considered as spam.

## STANDARD LAYOUT FOR THE STIEBEL ELTRON EMAIL SIGNATURE

**How to end emails:** Freundliche Grüße | Kind regards

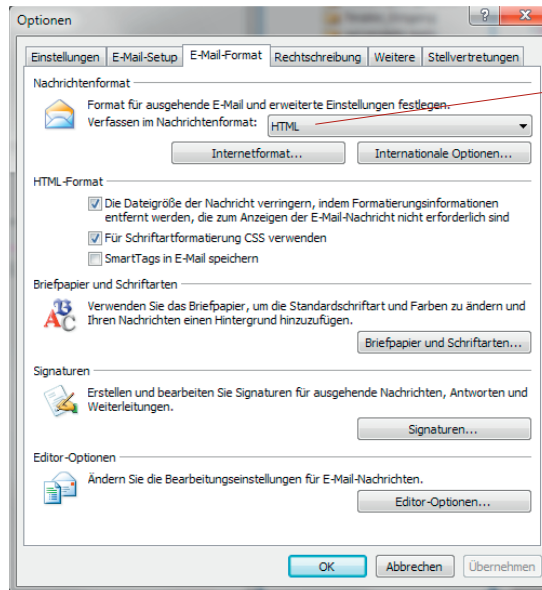
**Name and position:** name in the first line, after the line break follows the position in German, then a space, then a pipe (shortcut: AltGr + tilde) and another space, then the name of the position in English in grey (black, Text1, 50% brighter).

**Company name and address:** this entire section is written in capital letters, starting with the company name, street, town and country. The section is kept international. Contents that are on one line and need to be separated are separated visually with a pipe (keys: AltGr + tilde).

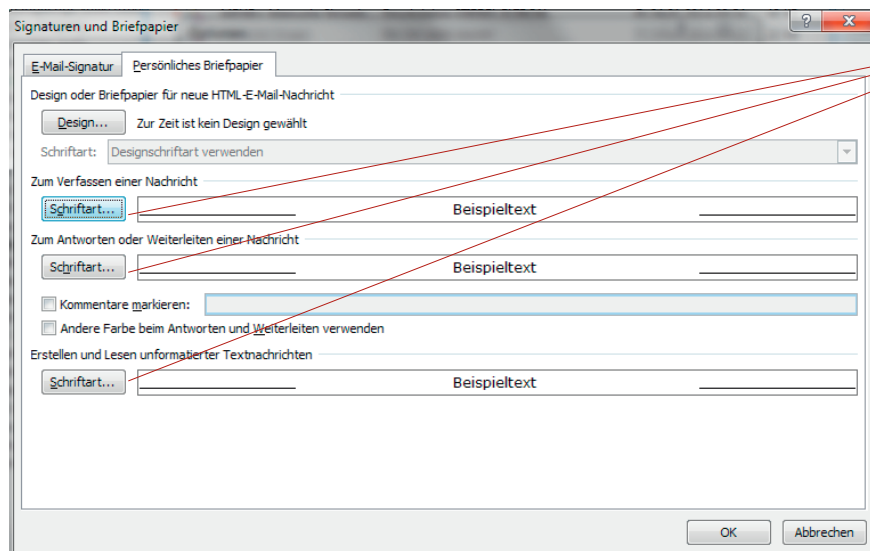
**Contact details:** this entire section is written in capital letters, starting with the telephone number, fax number, email address and Web address. The section is kept international. Email and Web addresses are in the default "dark red" font colour.

**Legal notice and boilerplate about current campaigns/topics:** this whole section is appended automatically to every outgoing email by our IT department. Please do not add any additional elements/text by hand for this reason.

# STIEBEL ELTRON | Standardised email layout | Creating a standard signature



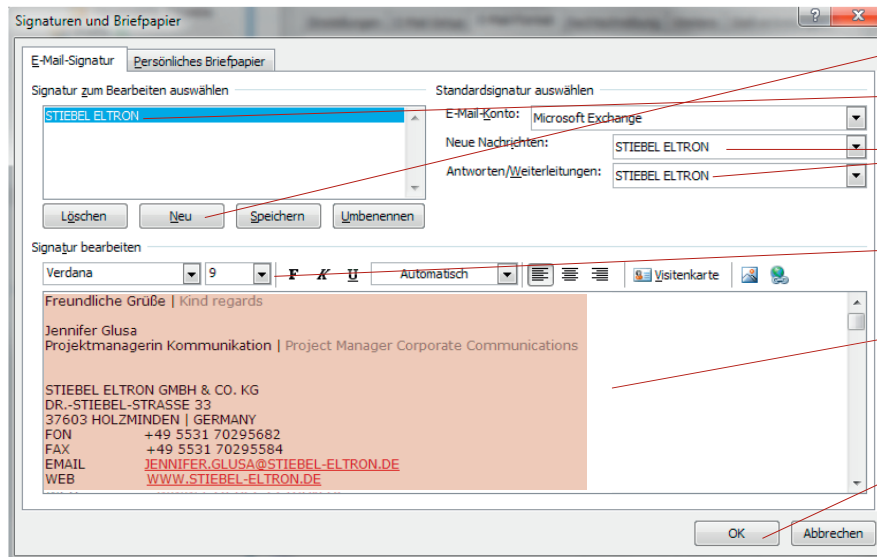
**CHANGE THE SETTINGS UNDER:** Microsoft Outlook/Tools/Options/Mail format/Compose message to **HTML FORMAT**.



**CHANGE THE SETTINGS UNDER:** Microsoft Outlook/Tools/Options/Mail format/Stationery and fonts throughout to **VERDANA FONT IN 9 PT**.

**CHANGE THE SETTINGS UNDER:** Microsoft Outlook/Tools/Options/Mail format/Stationery and fonts/Font throughout to **FONT COLOUR BLACK**.

# STIEBEL ELTRON | Standardised email layout | Creating a standard signature



**UNDER:** Microsoft Outlook/Tools/Options/Mail format/Signatures create a **NEW SIGNATURE**, delete the previous one.

Name the **NEW SIGNATURE "STIEBEL ELTRON"**.

Select the **NEW SIGNATURE AS THE DEFAULT** for new messages and replies/forwarded messages.

This section should be correct as a result of your previous settings; please check again to make sure this is also found here: **VERDANA IN 9 PT.**

**CREATE YOUR EMAIL SIGNATURE IN THIS BOX AS DESCRIBED ABOVE.**

Always confirm all your entries with: **OK.**