



reddot

Label licence "Advanced"

Kranz switches and sockets series

PI code: 27-09077-2025PD

The label licence "Advanced" entitles the award winner as licensee to use the Red Dot label worldwide in accordance with the appendix, exclusively in connection with the product for the following purposes (in addition to the label licence "Basic"):

1. **brand extension:** use of the label for further brands within the company or for trademarks.
2. **point of sale:** use of the label for labelling and advertising the product directly at the point of sale (e.g. packaging, displays, advertising materials).
3. **external sales channels:** use of the label by the licensee's authorised sales partners and retailers for marketing the product.

Otherwise, the granting of sub-licences or the transfer of the licence are not permitted. Use of the Red Dot label is subject to the guidelines for brand usage, which the licensee is obliged to comply with. Any use of the label that is not in accordance with this licence confirmation may result in the immediate withdrawal of the licence.

Scope of the label licence 'Basic':

Worldwide use: The label licence "Basic" allows for unrestricted use during the entire life cycle of the product.

Use by third parties: The label licence "Basic" allows the companies involved in the development, production or design of the product, as stated in the entry to the Red Dot Award: Product Design, to use the label (like the licensee himself). Otherwise, the granting of sub-licences or the transfer of the licence is not permitted.

Use in communication media: The label licence "Basic" entitles the licensee to use the label in digital and printed corporate media, including websites, social media, press work, presentations, annual reports, trade fair appearances and showrooms.

Use of the label is subject to the brand usage guidelines, which the licensee is obliged to follow. Any use of the label that is not in accordance with this licence agreement may result in the immediate withdrawal of the licence.

Validity: 4 April 2025 - end of product cycle

Licensor: Red Dot Award AG, Zug, Switzerland

Licence holder: REXANT INTERNATIONAL LIMITED, HONGKONG, Hong Kong

Zug/Switzerland, 4 April 2025

Red Dot Award AG

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