

## **Brand changeover to Daiber**



## **COMMUNICATION GUIDE**

### **for wholesalers, dealers and partners**

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Dear business partners from the retail sector,

The 'older' ones among you will probably remember the campaign 'Raider becomes Twix - nothing else changes'. We at Daiber have now decided to take a step similar to the one Mars Wrigley took with its chocolate bar in 1991: from 1 January 2025, we will be combining all JAMES & NICHOLSON and myrtle beach products under the new Daiber brand.

With this change from two to one, we want to reduce complexity in our global production, logistics, retail and distribution in the long term - for us, for you and for your customers. By using our company name as a product brand, we are also creating a link between our solutions and our company history as a service provider. In other words, we are positioning ourselves for the future.

At the start of the PSI trade fair on 7 January 2025, we will publicly announce the changeover and communicate it on all our available channels. As close business partners, we are hereby informing you of the details in advance. We are aware that this changeover raises questions and initially means effort - not only for us, but also for you. We kindly ask you to support us in this step.

**This document is intended to inform you about what exactly this changeover entails and what might change for you -** and also what will remain exactly the same. What will not change is the quality of the products, their variety of colours and sizes and their article numbers. What will change, for example, is the brand on the label. With our comprehensive collection of information in this document, we will certainly answer most of your questions.

It is important for us to emphasise once again at this point: We appreciate our trusting partnership with you and do not intend to change anything about our collaboration. Nevertheless, we will all have to get used to the changeover. Please do not hesitate to get in touch with your contact persons at our company if you have any questions or requests.

Kind regards,



Kai Gminder  
Geschäftsführer



Christof Kunze  
Geschäftsführer



**This communication guide** provides you with **transparent information about the upcoming brand changeover to Daiber**. In the question-and-answer scheme below, you will find thematically organised information on the areas relevant to you that are affected by the changeover.

**As a long-standing business partner, you will also have to make a one-off adjustment** so that our brand changeover will also be visible on your channels. We would therefore kindly ask you to read the following information carefully and take it into account.

If you have any questions or comments, your contact persons at our company will be happy to help and advise you at any time. We would like to thank you in advance for your cooperation.

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## Information on the brand changeover to Daiber

We at Daiber have been working intensively on our brand world since 2023. The aim is to make our brand world attractive and future-orientated – from our values and guiding principles to our external appearance.

Over the past decades, we have consciously stepped back behind our product brands JAMES & NICHOLSON and myrtle beach with the aim of sending a signal to our customers: What counts is you, your brands and your stories. The central result of the examination of our own brand world was that we at Daiber have great values as a company and can tell a success story that goes back more than 100 years. Our history does not get in the way of focussing on the brands and stories of our customers. On the contrary: we have always lived this mentality as a service provider. Helping other brands and companies to create expressive textile appearances is in our DNA.

In order to be able to tell this story, we as Daiber have to emerge from the background of our product brands. That is why we have decided to say goodbye to our JAMES & NICHOLSON and myrtle beach brands and unite all our products under a new brand umbrella: Daiber.

Our products retain their usual quality, functionality and versatility, while we focus on a clear, consistent brand identity. All designs, materials and production standards remain unchanged and continue to meet the high standards you expect from us.

## Positionierung am Markt

1. **Question:** Will Daiber now change its customer approach and address end customers directly in the future?

**Answer:** No, we will continue not to address end consumers directly, but will take the route via you, our long-standing partners.

## Scheduling

1. **Question:** When exactly will there be changes regarding the rebranding to Daiber?  
**Answer:** The big launch of our brand changeover will take place at the PSI trade fair from 7 January to 9 January 2025. This will be accompanied by a high-profile campaign.
2. **Question:** How long will it take for the JN/mb labels on the items in stock to be replaced by Daiber labels?

**Answer:** From 2025, all our products will officially run under Daiber. However, the complete changeover of our articles – especially when it comes to product labelling – will take some time. We will gradually use up stocks with labels from the former brands and replace them with Daiber-labelled goods during post-production or the launch of completely new items.

### Information about the goods

1. **Question:** Will the rebranding change anything about the range and quality?  
**Answer:** No, the range and quality remain unchanged.
2. **Question:** Is there now a difference between 'old' and 'new' goods?  
**Answer:** No, the article per se is the same, regardless of whether it has the old or the new Daiber label. Every item is of equal value.
3. **Question:** How are the goods adapted in detail?  
**Answer:** New and post-produced goods from 2025 onwards are labelled with a Daiber label. You can find more details on the adaptation below.

### NEW LABEL CATEGORIES:

- 1) **NO LABEL:** no main label
  - Separate, small size label in the neckline as a loop label
  - Hang tag on all items
  - Care label and address label in the side seam or in the shoulder seam for items without a side seam
  - Ingredients generally NOT personalised
- 2) **TEAR-OFF MAIN LABEL:** will be completely abolished
  - All items that currently have tear-off labels will slip into the NO LABEL category - with the following exceptions:
- 3) **DAIBER TRANSFER-LABEL** in two colours (white and blue)
  - No separate size label, as the size is included in the transfer label
  - Hang tag on all items
  - Care label and address label in the side seam
  - Ingredients personalised as far as possible (except for a few buttons)
- 4) **DAIBER WOVEN LABEL – simple**
  - Separate, small size label in the neckline as a loop label



- Hang tag on all items
- Care label and address label in the side seam
- Ingredients personalised as far as possible (except for a few buttons)



5) **DAIBER WOVEN LABEL - loop label**

- Separate, small size label in the neckline as a loop label
- Hang tag on all items
- Care label and address label in the side seam
- Ingredients personalised as far as possible (except for a few buttons)



All other JN articles:

6) **WORKWEAR ADDITION - 'd' flag label**

- All patches are omitted.
- The 'd' flag label will be added to all workwear items
  - On tops in the side seam or on pocket seams
  - For pants on pocket seams



7) **SOCKS**

- No more knitted-in logo
- Sizes knitted in
- No hang tag
- New sleeves



8) **BLANKETS**

- No hang tag
- New sleeves

9) **MB articles**

- Here myrtle beach is replaced by Daiber for the care labels and possibly for stickers.



4. **Question:** Do you now receive goods with the Daiber label as a priority?

**Answer:** No, in accordance with the first-in-first-out procedure (FiFo), we will not specifically dispatch goods with the Daiber label as long as there is still stock with the JN/mb label.

### Complaints and contract returns

1. **Question:** Can you or your customers complain about goods with the new Daiber label?

**Answer:** No, the goods with the new Daiber label are neither visually nor functionally restricted. Therefore, the label alone is not a reason for complaint.

2. **Question:** Can you or your customers complain about deliveries that are partly Daiber-labelled and partly JN/mb- labelled?

**Answer:** No, as long as goods with JN/mb labels are still in stock, deliveries with mixed labels are possible. Apart from the label, the goods are unchanged and of equal value.

- Question:** Can you or your customers continue to carry out contract returns?  
**Answer:** No, but flawless goods may be returned in accordance with the contract. However, if this happens due to the JN/mb label, it is possible that you or your customers will receive goods with JN/mb labels again when placing a new order.

### Stock keeping and deliveries

- Question:** How do you deal with remaining quantities of goods with the JN/mb label?  
**Answer:** We are not clearing out our warehouse, but are gradually reducing the high stock levels through sales for reasons of sustainability. We ask you to do the same. Only when the stock of a product has been reduced will it be re-produced - with the Daiber label.
- Question:** Is there a time limit for receiving goods with the JN/mb label?  
**Answer:** No, we will not be clearing our stock and therefore cannot specify a deadline. Our deliveries to you will contain items with JN/mb labels until the stock has been reduced.
- Question:** Is there a time limit by which you can dispatch goods with JN/mb labels?  
**Answer:** No, we ask you not to clear your stock, but to reduce it item by item.
- Question:** Should you now prioritise sending goods with the Daiber label to your customers?  
**Answer:** No, according to the first-in-first-out procedure (FiFo), we will not pick goods with the Daiber label as long as there is still stock with the JN/mb label and ask you to do the same.
- Question:** Do your customers have the right to receive only goods with the Daiber label?  
**Answer:** No, we will not specifically pick goods with a Daiber label as long as there is still stock of the respective article with a JN/mb label and ask you to do the same according to the FiFo principle. The goods are of equal value and are not preferentially picked according to the Daiber label.

### Adaptations in communication and advertising materials

- Question:** Do you receive new communication and advertising materials from us in line with the rebranding to Daiber?



**Answer:** Yes, all communication and advertising materials will be updated in line with the rebranding to Daiber and made available to you. This means: In all future materials, the mentioning and logos of JAMES & NICHOLSON and myrtle beach will be omitted. Daiber will be the only sender. This applies to both print and online.

2. **Question:** What changes do you need to make on your own channels and in communication and advertising materials?

**Answer:** For a standardised brand appearance you will also have to make one-off adjustments. We ask you to make the following changes when you next update your print materials (catalogues, PoS articles, etc.) and online channels (websites, web shops, etc.):

- **Update logo:** We will promptly provide you with our current Daiber logo for download on the Daiber Media Cloud and ask you to replace all former logo variants (JAMES & NICHOLSON, myrtle beach) with it.
  - **Article numbers:** Existing article numbers will not be changed. JN and MB will continue to be part of the article number in order to ensure clear identification of products for you and your customers.
  - **Product descriptions:** Please update the brand name in all your texts on Daiber. This applies in particular to headlines on websites, product description texts and much more.
3. **Question:** What happens to the catalogues already created for 2025? Do you have to convert them immediately?
- Answer:** No, the print catalogues do not have to be adapted immediately. You have until the end of 2025 to update them. However, we would ask you to make the adjustments to your online channels as soon as possible.
4. **Question:** Are there any new Daiber company texts that you need to update on your websites?
- Answer:** Yes, we ask you to convert all texts to Daiber. We will make our current texts available to you promptly on the Daiber Media Cloud.
5. **Question:** Do you also need to adapt your trade fair appearance to Daiber?
- Answer:** Yes, we would ask you to switch your trade fair inventory from JN/mb to Daiber.
6. **Question:** Should PoS articles continue to be advertised with the JN/mb logo or now with the Daiber logo?
- Answer:** All PoS articles will be advertised with the Daiber logo in the future, JN/mb logos will be omitted. We will also replace the images in clx-Product and update the catalogues. Please note that.

## External systems

- Question:** Can you use the daiber.de website as usual?  
**Answer:** Yes. However, our online presence will be revised in terms of landing pages and brand filters at the turn of the year 2024/2025 and converted to Daiber.
- Question:** Will the Daiber online shop (B-Webshop, daiber.de) change?  
**Answer:** Yes, the data will be updated and the shop will be converted to Daiber.
- Question:** Can I still filter for the JN/mb brands in the Daiber Media Cloud?  
**Answer:** No, in the future the JN and mb brands will no longer be available as filter options. Instead, it will be possible to filter by product groups.
- Question:** Will the Daiber Designer be switched to Daiber in future?  
**Answer:** Yes, the JN and mb brands will be removed. This means that you and your customers will be able to customise items that bear the Daiber label in the preview.

## Data management in clxProduct, SKU and price lists

- Question:** Will the JN and mb brands be retained in the data management in clxProduct?  
**Answer:** Yes, the brand labelling will change. Only Daiber will be communicated as a brand in the future. Accordingly, the previous grouping option according to the JN and mb brands will no longer apply.
- Question:** Will the SKU lists that you display in your catalogues, web shops etc. change?  
**Answer:** Yes, the brand labelling will change. Only Daiber will be communicated as a brand in the future. Accordingly, the previous grouping option according to the JN and mb brands will no longer apply.
- Question:** Will the price lists change for you or your customers?  
**Answer:** The prices themselves will not change as a result of the changeover to Daiber. In the future, however, the price lists will no longer be organised by brand, but only sorted in ascending order by article number.
- Question:** What will the article numbers of future articles be from the start of the 2025 collection?  
**Answer:** The articles in the 2025 main catalogue are still named in the previous convention. Existing article numbers will not be changed. In the future, JN and MB will remain as part of the article number, even for new articles.



## Contact us

We are grateful for any questions and suggestions and are happy to help at any time.  
Please get in touch with your responsible contact person at Daiber.