VOBLING

VR FIRE TRAINER™

# PARTNER MARKETING KIT



00

# WHY THIS IS IMPORTANT

Since many competitive solutions are entering the market, it is becoming increasingly important to build a strong and recognisable brand.

When we communicate consistently about Vobling VR Fire Trainer, we make it easier for customers & potential customers to recognise it as an established and trusted product on the market.

For you as a partner/customer, this also means stronger brand recognition, clearer communication, and more visibility when companies are looking for fire safety training.

**Together, we will build a stronger presence for Vobling VR Fire Trainer and make it easier for customers & potential customers to discover your offering.**



01

# ABOUT VOBLING

## WHO WE ARE

Vobling creates immersive digital training designed to help people build the skills they need when dangerous situations occur.

Since 2015, we have been developing intuitive training solutions that challenge traditional safety training and make practical training safer, smarter and more accessible.

## VOBLING VR FIRE TRAINER

Vobling VR Fire Trainer is an immersive fire safety training solution that combines VR and mixed reality with a physical interactive extinguisher. Users can safely practice extinguishing fires in realistic and controlled training environments.



# 02

# HOW TO TALK ABOUT VOBLING

## YOUR BRAND. YOUR TRAINING. VOBLING VR FIRE TRAINER.

When you sell or use Vobling VR Fire Trainer as part of your own offering, your brand remains your brand. Your customers choose you for your expertise, products, training and service.

**Vobling VR Fire Trainer remains a Vobling product.**

Whether you are selling the product to your customers or using it as part of your own training services, **the Vobling VR Fire Trainer identity should remain clear and recognizable.**
This is why it is important that the full product name is clearly communicated whenever you mention or promote it.

## ALWAYS USE

- **Vobling VR Fire Trainer**
- **Fire safety training using Vobling VR Fire Trainer**
- **Immersive fire safety training with Vobling VR Fire Trainer**
- **Practice fire extinguishing with Vobling VR Fire Trainer**

## DO NOT USE

- **Our VR Fire Trainer**
- **Our VR Fire Extinguisher**
- **[Your Company Name] VR Fire Trainer**
- **Our own VR fire training system**
- **A VR fire extinguisher developed by us**

# 03

# APPROVED PRODUCT NAMES & MESSAGING

## Product name
## Vobling VR Fire Trainer

Must always be used in full. Do not translate, shorten, modify or adapt name.

## Tagline

**FIGHT FIRES WITHOUT FIRE**

## Approved wording

- Fire safety training using Vobling VR Fire Trainer
- Immersive fire safety training with Vobling VR Fire Trainer
- Practice fire extinguishing with Vobling VR Fire Trainer
- Enhance your fire safety training with Vobling VR Fire Trainer
- Vobling VR Fire Trainer brings practical fire extinguishing training into a safe and controlled environment.

## Wording to avoid

- Our VR Fire Trainer
- Our VR Fire Extinguisher
- [Your Company Name] VR Fire Trainer
- Our own VR fire training system
- A VR fire extinguisher developed by us

# 04

# WEBSITE

**Present Vobling VR Fire Trainer clearly on your website.**

## Vobling VR Fire Trainer is a Vobling Product.

### WHEN PRESENTING THE PRODUCT

**Use the full product name**

Always write Vobling VR Fire Trainer.

**Identify Vobling**

Make it clear that the product is developed by Vobling.

**Keep the product identity visible**

Do not replace, remove or cover Vobling branding.




### READY-TO-USE WEBSITE COPY

**Vobling VR Fire Trainer** brings immersive fire safety training into a safe and controlled environment. Trainees can practice extinguishing fires using an interactive physical extinguisher and immersive digital training, without real fire, smoke or extinguishing agents.

**Do not** present Vobling VR Fire Trainer as your own product or use a modified product name.

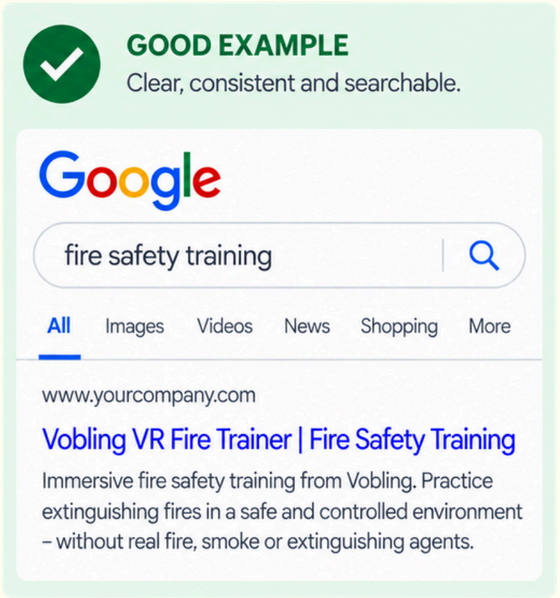
05

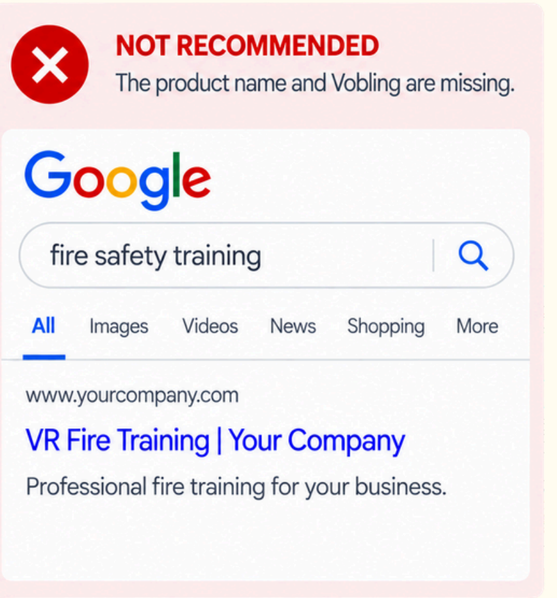
# SEO & DIGITAL PRESENCE

**Make it easy to find Vobling VR Fire Trainer online.**

## Use Vobling VR Fire Trainer in your digital content.

Using the full product name helps customers find your offering when they are searching for fire safety training. It also makes it clear which technology you provide and can help potential customers discover your company as a Vobling partner.




### USE THE PRODUCT NAME IN:

**Page title**

Include Vobling VR Fire Trainer.

**Meta title**

Use the full product name.

**Meta description**

Include Vobling VR Fire Trainer and a short description.

**Page content**

Mention Vobling and the product name naturally in your text.

Consistent use of the product name helps customers find the right information and ensures proper recognition of Vobling VR Fire Trainer.

# 06

# SOCIAL MEDIA

## How to present Vobling VR Fire Trainer on your social channels.

Share your training, events, and customer stories. Use your own voice and brand style - just make sure that the Vobling VR Fire Trainer identity remains clear.

***P.S Tag us! We love seeing what you create and share.***

### WHEN POSTING ABOUT THE PRODUCT

**Always use the full product name**

Vobling VR Fire Trainer.

**Tag us**

Instagram @voblingvr
Linkedin @vobling
Tiktok @voblingvr
Facebook @vobling

**Use relevant hashtags**

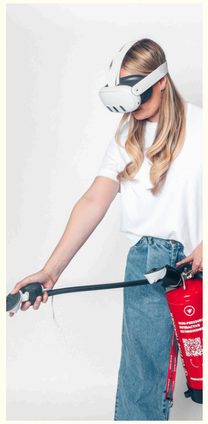
#voblingvrfiretrainer
#wearefiretrainers
#fightfireswithoutfire



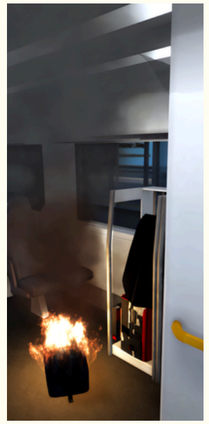
# 07

# VISUAL ASSETS & LOGO

**In our Marketing Material, you will find approved assets for your marketing.**



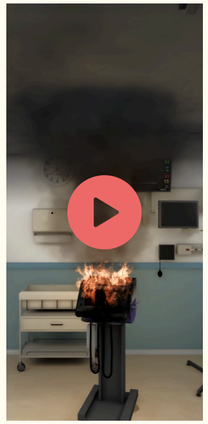
Product Images



In-app pictures




Logos



Videos

**PRIMARY LOGO**

VOBLING
VR FIRE TRAINER™

VOBLING
VR FIRE TRAINER™

**SECONDARY LOGO**

## DO

- Keep the Vobling VR Fire Trainer branding visible when using the provided material.
- Always use the official logos from the files provided.

## DON'T

- Remove, cover or edit out the Vobling VR Fire Trainer logo from the provided materials.
- Alter, recolour, distort or recreate the Vobling VR Fire Trainer logo.

# 08

# PRODUCT BRANDING

**Keep the Vobling VR Fire Trainer identity visible on the physical product.**




Vobling VR Fire Trainer must remain visible and unchanged.

## DO

**Keep the Vobling branding visible on the product.**

The Vobling branding on the extinguisher must remain visible.

**Use the product as provided by Vobling.**

Do not alter the apperance or the branding of the extinguisher.

## DON’T

**Do not remove or cover Vobling VR Fire Trainer branding.**

No stickers, labels or other elements may cover the original branding.

**Do not add your own product branding.**

Do not place your own logo, product name or brand stickers on the extinguisher.

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# SUPPORT & CONTACT

## WE’RE HERE TO HELP!

If you have any questions about Vobling VR Fire Trainer,  product information or how to present the product in your marketing, our team is here to support you.

### PRODUCT QUESTIONS

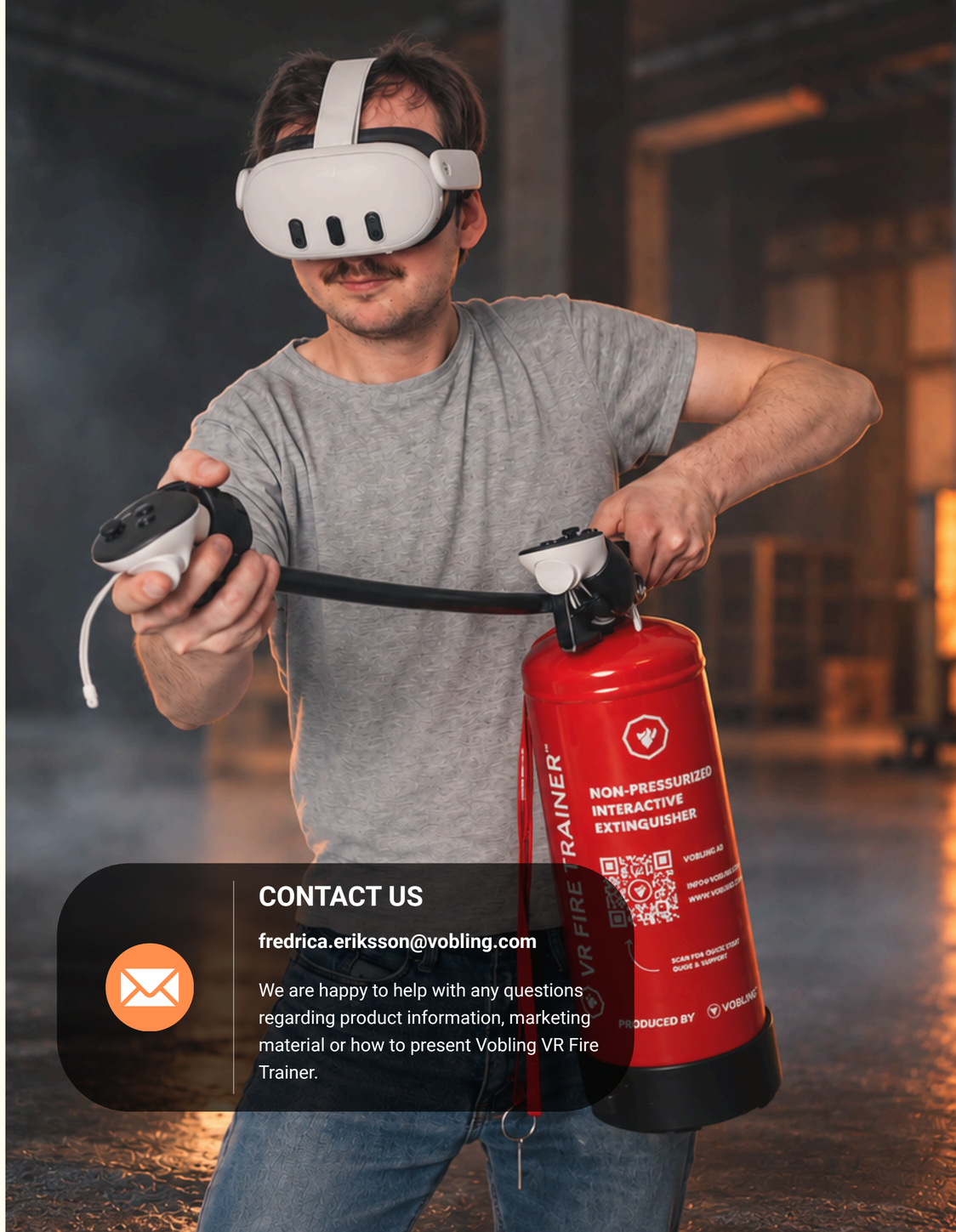
Product information, key features, specifications and approved product messaging.

### MARKETING QUESTIONS

Help with product naming, branding, website or social media communication.

### PARTNER SUPPORT

Questions about how to present Vobling VR Fire Trainer as part of your own offering.




### CONTACT US

**fredrica.eriksson@vobling.com**

We are happy to help with any questions regarding product information, marketing material or how to present Vobling VR Fire Trainer.