

A woman with long dark hair, wearing a white long-sleeved button-down shirt with the Hitachi logo on the left chest and a black lanyard with the Hitachi logo, is sitting at a wooden desk. She is looking down at a silver laptop. The desk is positioned in front of a large window with wooden frames. Outside the window, there are green plants and a view of a city street. The overall lighting is soft and natural, coming from the window.

HITACHI

Hitachi Energy

Custom Orders Idea Catalog

Merchandise Program

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Brand purpose

1

Brand purpose

Meet our merchandise provider, Prominate

We have appointed a new global merchandise provider, Prominate, effective immediately. Prominate is a global promotional merchandise supplier based out of the UK with over 100 offices around the world and has local offices in all our key markets.

You must use Prominate and their approved partners for any custom merchandise and promotional items

This will allow us to:

- Maintain brand consistency to help establish brand awareness.
- Produce high quality, sustainable products that have a recycled, upcycled, or giveback component to communicate Hitachi Energy's overall brand purpose of Advancing a sustainable energy future for all.
- Global buying initiatives and introduction of Electron educational and novelty merchandise.
- Provide local account management teams that can work in your language and currency.
- Request and track custom items through a standardized ordering form with a 24-48 hour response time.

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Our global footprint

Prominate have over 100 offices around the world. Prominate have local offices **in all of the key markets identified by Hitachi Energy within the tender**, meaning we are able to provide a dedicated local account manager in each of the markets listed by Hitachi Energy.

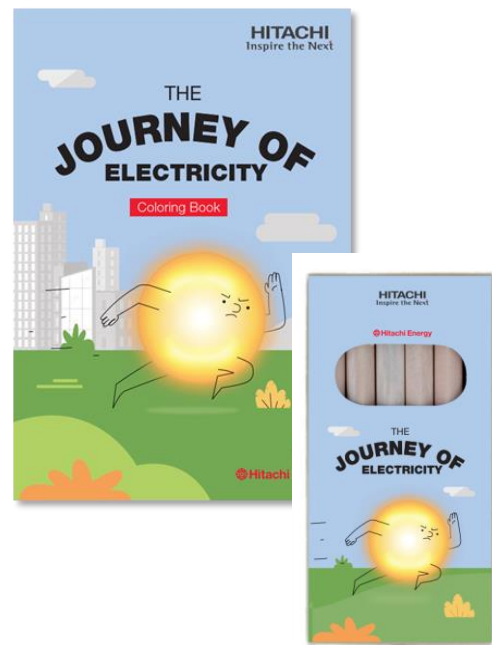


Merchandising key objectives

1 Provide a **core range of quality items** across all regions to maintain a consistent feel and brand message.

2 Focus on **sustainable products** that have a recycled or giveback component to communicate Hitachi Energy’s overall brand purpose.

3 **Limit ad-hoc ordering** from local, unapproved vendors to better track and record spend allocated to merchandising.



Expanding our range of **Electron** merchandise

Introduce a **creative line** of items with our messaging

Focus on **sustainable items**

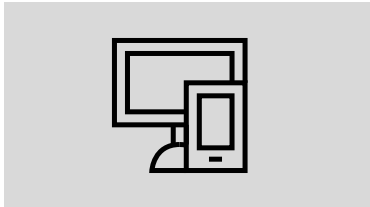
Focus on quality, sustainable and creative products that tie back to Hitachi Energy’s brand purpose to achieve a consistent and strong message to employees, customers, and partners.

Brand purpose

Merchandise Restrictions

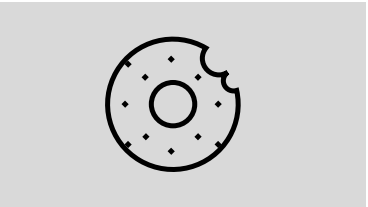
Read slide carefully before proceeding!

Technology items



- USB drives
- Speakers
- Charging cables
- Wireless chargers
- Flashlights

Food and drink items



- Candies (mints, gummy bears, cookies, etc)
- Single-use water bottles
- Food sponsorships

Disposable items



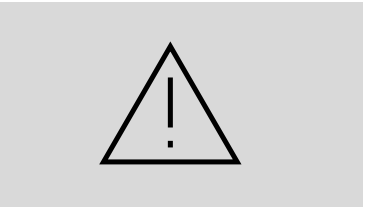
- Napkins
- Single-use cups or plates
- Packaging that is intended to be thrown away that is not eco-friendly

Alcohol items



- Anything associated with alcohol, including:
- Bottle openers
 - Beverage glasses or tumblers
 - Carrying cases

Weapons



- Anything that could be used or perceived as a weapon, including:
- Pocket knives and multi-tool kits that include a knife

Visual identity threats



- Poorly printed items (where you can scratch off the logo, or the logo will fade)
- Items that could be perceived as offensive (i.e. floor mats or seat cushions where you can walk or sit on the Hitachi brand)

Ideas catalog



Core range items

Note: Prominate should have all these artwork files. If they don't, please have them reach out to **Kelsey Black**.



Water bottles

Ordering tips

- Ask for a water bottle that has a **full wrap, 2-color imprint** to support this design.
- Ask for a water bottle that comes in **white, black, or gray**.
- Ask for a sustainable option! (i.e. recycled stainless steel)



Coffee mug

Ordering tips

- You can also center the logo on the mug.
- On a white mug, you are allowed to use the Red 1 Hitachi logo.



Mousepad

Ordering tips

- Ask for a recycled mousepad with a **full-location, 2-color imprint** to support either of these designs.



Stickers

Ordering tips

- Specify that the stickers are made for laptops / water bottles and should be **removeable and waterproof**.
- Pro tip: This is a perfect price-conscious item great for career fairs!

Note: Prominate should have all these artwork files. If they don't, please have them reach out to **Kelsey Black**.



Tote bag

Ordering tips

- Ask for a sustainably sourced tote bag.
- If you would like do the **Masthead design**, make sure the tote bag imprint area can accommodate this (most can't unless it is a completely custom bag).
- Note: Please do not use the Red 1 Hitachi logo on a canvas-colored totebag – it should only be used on white items.



Travel pouch

Ordering tips

- Ask for a sustainably sourced travel pouch.
- Pro tip: Ask Prominate to source items to put inside the travel pouch to give it an extra special touch.



Gift bag

Ordering tips

- Try to source a gift bag that is made from recycled materials or can recycled or reused.



Other bag types

Ordering tips

- **Grocery tote:** Try to find a tote that has a gusset on the bottom (flat cardboard bottom) for a more structured feel. Ask for a sustainable option.
- **String backpack:** Affordable option for giveaways. Ask for a sustainable option.

Note: Prominate should have all these artwork files. If they don't, please have them reach out to **Kelsey Black**.



Notebooks

Ordering tips

- Ask for a notebook that has a **full wrap, full color imprint** to support the above designs.
- For other great notebook options, consider: Moleskin, Stone paper notebooks, and notebooks made from recycled materials.



Lanyards

Ordering tips

- Lanyards can be white with black logo, black with white logo, and can have a red inside for a pop of color
- Note: Lanyard are required to have a safety breakaway at the back of the lanyard
- You can do a single or double clip lanyard with a clip of your choosing.
- Find a lanyard made from rPET materials (made from recycled water bottles).



Cleaning cloth

Ordering tips

- Find a cleaning cloth preferably made from rPET materials (made from recycled water bottles).
- Avoid using white, as cleaning cloths tend to get dirty.



Umbrella

Ordering tips

- Find a umbrella preferably made from rPET materials (made from recycled water bottles).
- You can use Red 1 as an accent color (i.e. underside of umbrella)



Approved colors for clothing items. white, black, shades of gray.



Graphic t-shirt

Ordering tips

- For a more comfortable, lighter shirt, ask for a **tri-blend material**.
- Ask for the logo on the sleeve or the back collar of the shirt.



Polo shirts

Ordering tips

- For a more unique look, ask if they can source a color block polo. (as long as the logo sits on white, black or gray!)



Event shirts

Ordering tips

- We recommend asking for embroidery for these types of shirts.
- You can print part of the logo on the pocket, depending on the imprint location.



Sweatshirt and Hoodies

Ordering tips

- Since there are so many different styles and fabrics for sweatshirts and jackets, please be sure to specify exactly what type you want. (Crewneck, Hoodie, Athletic material, zipper, etc)
- For a more elegant look, you can ask for the logo to be embossed. (see below)





Approved colors for clothing items. white, black, shades of gray.



Jacket

Ordering tips

- Look for a jacket that has pops of red for a fun look.
- If time allows, ask for a sample to make sure you like the fit
- Pro tip: Look for a jacket that has men's and women's sizing.



Athletic shirts

Ordering tips

- Since there are so many different styles for sports apparel, please be sure to specify exactly what you are looking for.



Women's cardigan

Ordering tips

- If time allows, ask for a sample to make sure you like the fit
- For a nicer look, ask for the logo to be embroidered.



Baby onesie

Ordering tips

- Look for a variety of sizes starting at newborn – 12 months.



Backpacks

Ordering tips

- Ask for a sustainably sourced bag.
- For a higher-end look, ask for an embossed or embroidered logo.



Gym bag

Ordering tips

- Ask for a sustainably sourced bag.
- For a higher-end look, ask for an embossed or embroidered logo.



Cooler

Ordering tips

- For a higher-end look, ask for an embossed or embroidered logo.



Travel accessory bag

Note:

- Ask for a sustainably sourced bag.



Beanie

Ordering tips

- For a more subtle look, ask the logo to be stitched on a tag/patch



Hat with patch

Ordering tips

- To ensure the hat does not look like a uniform, ask for the logo to be engraved, embroidered or applied to a patch (black, gray, or leather)



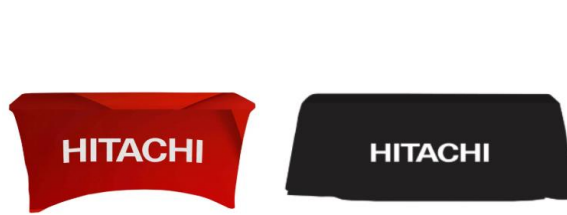
Hat with statement or pictogram

Ordering tips

- For a higher-end look, ask for an embossed or embroidered logo.
- The logo can be displayed on the back or side of the cap.

If you would like to produce a hat, you must ensure it **cannot resemble or be confused for a uniform.**





Tablecloth

Ordering tips

- Standard tablecloth size is typically 6 or 8 feet
- For a tidier (non-wrinkled) look, opt for a **stretch tablecloth** (red example above)
- As shown above, we suggest going with a black or our red pattern background (white is more prone to dirt)



Laptop sleeve

Ordering tips

- Ask for a sustainably sourced laptop sleeve.
- For a higher-end look, ask for an embossed logo.



Padfolio

Ordering tips

- Ask for a sustainably sourced padfolio.



Tech organizer

Ordering tips

- As for a sustainably sourced organizer



Ceramic planter set

Ordering tips

- Request seeds for a green plant (no colorful flowers) to align with our brand. (i.e. herbs, money plant, succulent, etc)
- Note: Makes a great gift!



First aid kit

Ordering tips

- Avoid a plastic container – opt for a more sustainable material like tin, metal, or fabric.



Socks (Business and athletic)

Ordering tips

- Make sure logo is not displayed below the ankle
- For a business sock, we recommend bamboo fibers (soft and sustainable)



Golf balls

Ordering tips

- You can have the logo in black or Red 1

Event giveaway ideas



Lip balm

Ordering tips

- Make sure the lipbalm is high quality. If time allows, request a random sample to test quality.



Stain remover pen

Note:

- This is a great travel item!



Hand sanitizer pen

Ordering tips

- Make sure the hand sanitizer you select contains at least 60% alcohol.
- The design above is a light gray pictogram pattern (full wrap design)



Screen cleaner and spray

Ordering tips

- Ask for a screen cleaner that has a microfiber cloth
- Note: This is a great travel and car item, perfect for cleaning screens, glasses, and more.

Event giveaway ideas



Sewing set

Note:

- This is a great travel item!



Tool pen

Ordering tips

- This item looks great with a stainless steel engraving.



Luggage tag

Ordering tips

- Source a high-quality and sustainable luggage tag, preferably silicon or faux-leather.
- Pro tip: Tailor the messaging to your event.



Measuring tape

Ordering tips

- This item looks great with a stainless steel engraving.

Great recruitment giveaway ideas



Sunglasses

Ordering tips

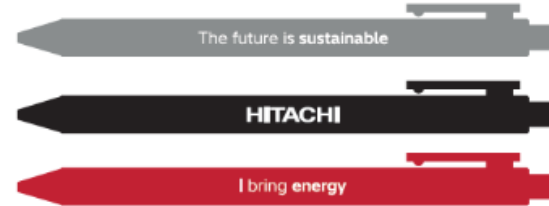
- Ask for bamboo glasses or recycled plastic for a more sustainable option.



Stainless steel straw set

Ordering tips

- Ask for stainless steel straws
- Ask for sustainable packaging, like a cloth bag, as shown above.



Messaging pens

Ordering tips

- Tailor the messaging to your event or your audience.
- Source a recycled, RPET pen if possible.
- If you source a red pen, please ensure it closely matches our Red 1 color. (Note: you cannot place the logo on Red 1)



Sticky notes

Ordering tips

- Make sure to order with logo in black, as we can't have Red 1 on stationary items.

Ideas catalog

Pride collection

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Shirt and totebag

Ordering tips

- For the Pride design, as your Prominate partner or Kelsey.black@hitachienergy.com



Fan

Ordering tips

- Place black logo on side of fan, as shown above



Sunglasses

Ordering tips

- Make sure logo is in white and has high contrast against the rainbow pattern



Lanyard

Ordering tips

- Note: Lanyard are required to have a safety breakaway at the back of the lanyard
- You can do a single or double clip lanyard with a clip of your choosing.
- Find a lanyard made from rPET materials (made from recycled water bottles).

Onboarding / new hire kits

New hire kits are a great way to welcome someone new to the organization.

It's also their first interaction with our brand, so it's a great time to introduce them to our company's purpose and messaging!

Step #1

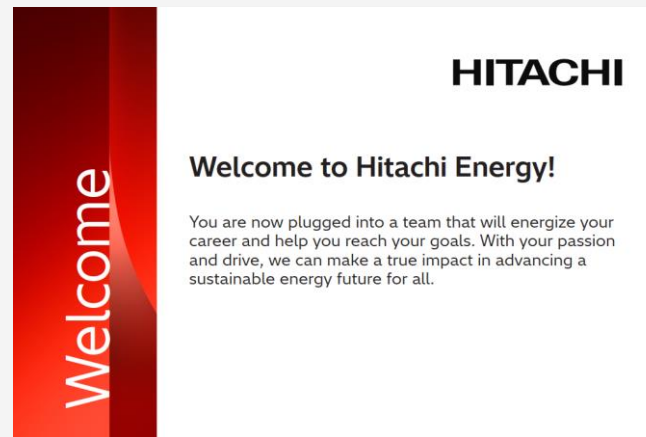
Select your gifts

Tip: Select gifts that a new employee can use or would appreciate



Step #2

Add a 'Welcome' note



[Download notecards here](#)

Step #1

Choose your packaging

– **Tip:** Select sustainable packaging! Alternatively, you can choose to put the items within a branded reusable bag.



Start your order!

3

Start your order!

How to order branded merchandise

Europe	North America	India & South Asia	MEA & RoW	China & Japan
European Webshop	US Webshop	Coming soon: India Webshop		
Custom orders <ul style="list-style-type: none">• Europe• Turkey	Canada Webshop	Custom orders <ul style="list-style-type: none">• India• APAC custom orders (for all other countries in SA)	Custom orders <ul style="list-style-type: none">• Middle East, UAE and Saudi Arabia• Africa• South America• RoW	Custom orders <ul style="list-style-type: none">• China• Japan
Contact <p>For branded merchandise needs, please contact Julia Goettlich for guidance or help.</p>	Custom orders <ul style="list-style-type: none">• United States• Mexico• Canada Contact <p>For branded merchandise needs, please contact Kelsey Black for guidance or help.</p>	Contact <p>For branded merchandise needs, please contact Rekha Khare for guidance or help.</p>	Contact <p>For branded merchandise needs, please contact Tamara Naidoo for guidance or help.</p>	China Contact <p>For branded merchandise needs in China, please contact Christie Xu for guidance or help.</p> Japan Contact <p>For branded merchandise needs in Japan, please contact Yuko Inoguchi for guidance or help.</p>

Start your order!

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Top considerations for custom orders



Timeline

Leave yourself plenty of time!

Standard items (Most wearables, office supplies, drink vessels, etc)

Typical timeframe: 4-6 weeks

Bespoke / fully custom items

Typical timeframe: 2-4 months



Pricepoint

Know your budget upfront and specify your price range.

Provide realistic price-points so Prominate can source the best items that fit in your budget.

Tip: Ask for items in 2 different price ranges to see if you need to expand your budget.

(i.e. For a water bottle, Ask for a low-price point of \$10-\$15 and a mid-range price point of \$15-20, to see a variety of options)



Item details

Be as detailed as possible!

Top considerations when speaking with your account manager so they can source you the best items:

- ✓ Always ask for sustainable options
- ✓ Provide photos or links of items you have in mind
- ✓ Specify your preferred item color
- ✓ Specify your design inspiration



Delivery locations

Will this be delivered to 1 or multiple locations?

Some items can't be shipped to certain countries. Please provide a list of countries you need to deliver to as soon as possible – this will allow your account manager to only source items that can be shipped to all listed countries.

Note: Shipping to multiple countries will increase shipping costs, import fees, and taxes.

Color swatches



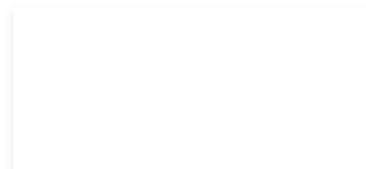
Red 1

HEX #FA000F
RGB 250, 0, 15
CMYK 0, 100, 95, 0
PMS 2347



Red 2

HEX #CC0000
RGB 204, 0, 0
CMYK 0, 100, 90, 20
PMS 3517



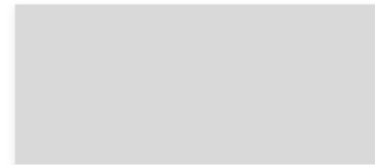
White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS n/a



Gray 1

HEX #F4F4F4
RGB 244, 244, 244
CMYK 2, 0, 0, 4
PMS 10% Cool Gray 4



Gray 2

HEX #D9D9D9
RGB 217, 217, 217
CMYK 2, 0, 0, 15
PMS 50% Cool Gray 4



Gray 3

HEX #B3B3B3
RGB 179, 179, 179
CMYK 2, 0, 0, 35
PMS Cool Gray 4



Gray 4

HEX #737373
RGB 115, 115, 115
CMYK 2, 0, 0, 55
PMS Cool Gray 7



Gray 5

HEX #4D4D4D
RGB 77, 77, 77
CMYK 2, 0, 0, 70
PMS Cool Gray 9



Gray 6

HEX #222222
RGB 34, 34, 34
CMYK 5, 0, 0, 93
PMS Black 7



Black

HEX #0C0C0C
RGB 12, 12, 12
CMYK 20, 0, 0, 100
PMS Black 6

Technical specifications

Material & finishes

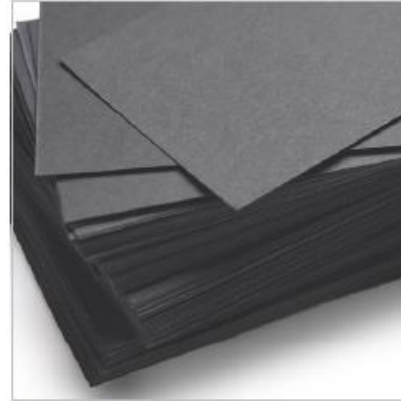
When selecting materials and finishes for our merchandise they should reflect our values and should where possible, be sustainably sourced.

Sourcing criteria

When sourcing materials and finishes, the following checklist should be followed:

- Eco-friendly / sustainable
- Recyclable material
- Giveback component
- Minority-owned
- High-quality finish

Always suggest imprint methods that are high quality, permanent, durable.



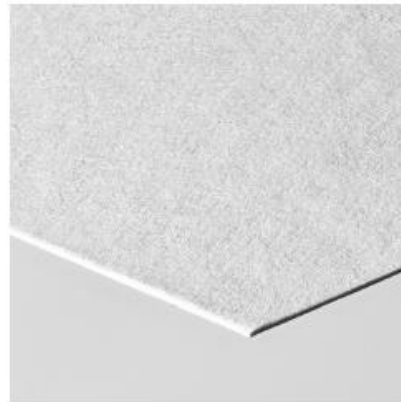
Heavy weight stock



Fabric bags



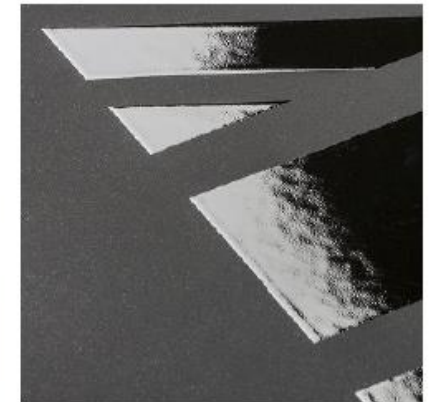
Embossing the pattern and / or Red Company Name Graphic



Quality textured paper



Quality garments



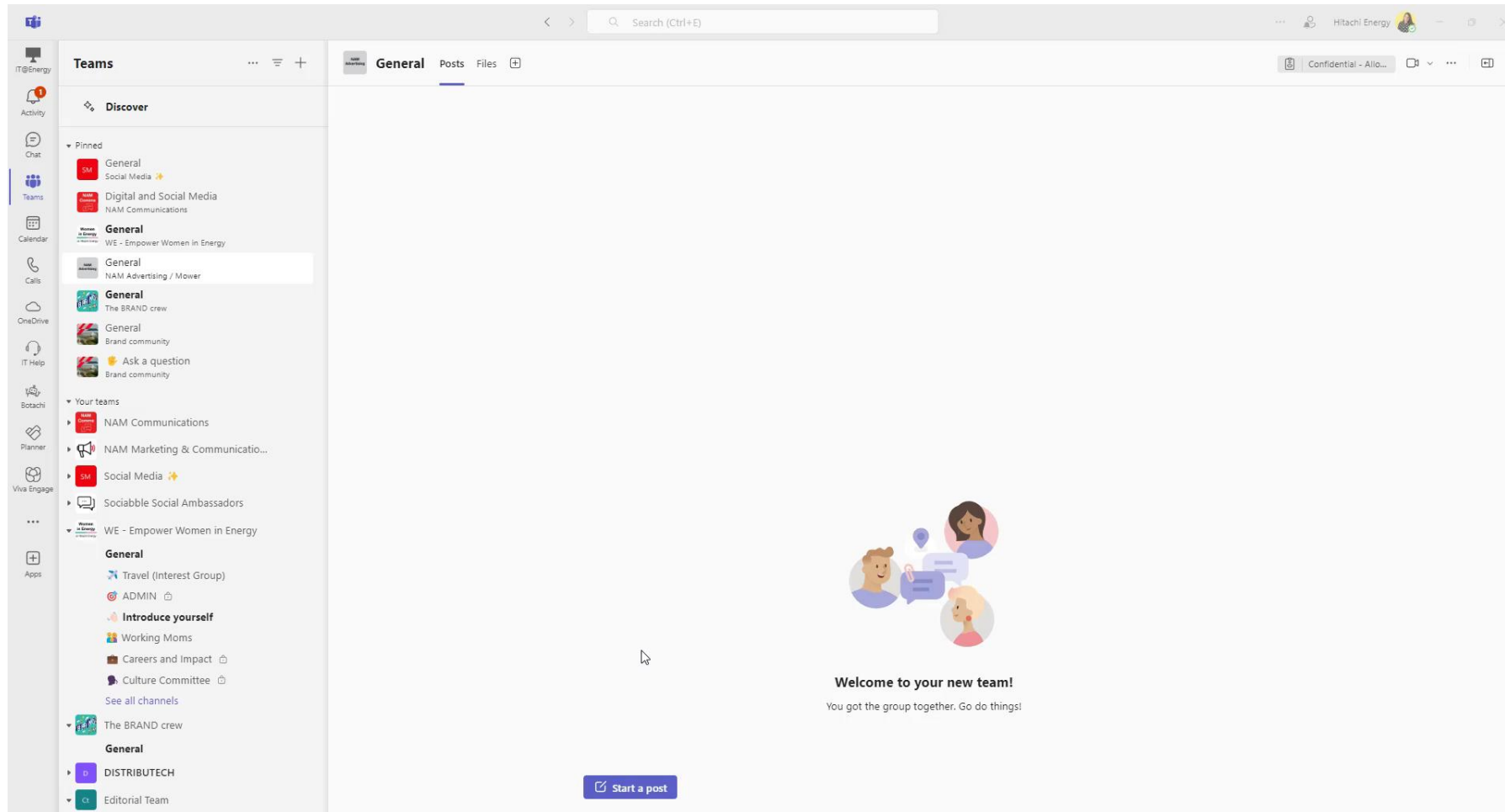
Spot varnish or foiling the pattern and/or Red Company Name Graphic

Start you order!

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How to purchase in Ariba Guided Buying

Navigate to **Botachi** in Teams for a step-by-step guide on how to purchase promotional items with Prominate!



In the last step, it will tell you what the vendor ID number is for your country's local Prominate partner.

STEP 3

- After receiving the information from Prominate, login to [Ariba Guided Buying](#).
- Create a Free text order, fill in the required information and select supplier code -1000379421 & attach the proposal to your PR.
- PR will be approved by Table of Authority.
- Upon all levels of approval an automated PO copy will be sent to vendor and corban copied to S4.

FAQ

Question	Answer
Why can't I use my local supplier?	We have a Global Service Frame Agreement (GSFA) with Prominate and their partners.
Is there an integration with Ariba?	There is no integration yet, however, we are working to implement this within the next few months.
Why isn't there a webshop in my region?	Regions or countries that can support a webshop have been determined based on historical spending data.
What payment methods are available in the EU and US webshops?	You can order items using a Purchase Order (PO) or a credit/debit card. Credit/debit card payments have a limit of \$2,000 or 2,000 euros—above this, a PO will be required. Orders will not be processed until the relevant PO matches the correct webshop order. Here you can find instructions on how to raise a PO
What should I do if there is no local Prominate office in my country?	If there is no local Prominate office in your country, please get in touch with your regional brand manager to discuss the best solution to support your needs.
Am I allowed to contact other suppliers to compare bids?	No, you should not seek bids outside of Prominate. GSFA requires suppliers to price products competitively within your country.
When should I expect a response when I fill out the custom orders form?	You can expect a response within 24 business hours. Please inform your Regional Brand Manager if you do not receive a prompt response.
If I have an upcoming event, when should I place my custom order?	Please allow as much time as possible to start your custom order request. This will ensure that your local Prominate team has enough time to source your items
What are the restrictions for the items I can purchase?	For your awareness, please become familiar with the following merchandise restrictions per our brand guidelines. For more information, please download the merchandise guidelines, here .

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