

Texmate Branding Policy

Texmate, Inc. (Texmate) supplies microPLC, panel meter, transducer, panel display and other industrial control products to a variety of commercial and government/military customers. Texmate has expended considerable resources to develop both its products and its brand. Under some circumstances, some customers desire to rebrand Texmate products (including subassemblies) and sell them under own brand directly (private label) or integrate them into a larger product (OEM). Texmate, in an effort to protect its brand while meeting the needs of its Customers, has established this policy to govern such situations.

Texmate will allow a Customer to rebrand Texmate's product labeling consisting of faceplate, unit label, unit box label, sell sheet and/or datasheet (user manual) only under specific conditions of sale. By placing an order for Texmate product to be rebranded by Customer, Customer agrees with the following conditions:

1. Faceplate color and design may be altered, but the Texmate logo shall be sized no smaller than 8 point and placed at the lower left of the faceplate in a contrasting color such that it is visible and legible at arm's length (see example).
2. In order to maintain Texmate's minimum branding requirements and UL compliance as applicable, the Texmate name, model number and Texmate website address must be maintained on the unit label (applied to enclosure), sell sheet and datasheet at a suitable location. We suggest the following: "Designed and Manufactured by Texmate, Model AA-NNNN, www.texmate.com" where AA-NNNN is the common Texmate model number for the product. Text shall be visible and legible at arm's length.
3. All labeling must be reviewed and expressly approved by Texmate before product is released to market to ensure that this policy is met.
4. A 10% Rebranding fee will be applied to all units sold with no quantity discount, unless specific arrangements are made.
5. FAILURE TO MEET THESE REQUIREMENTS WILL IMMEDIATELY TRIGGER THE FOLLOWING DISCLAIMERS:
 - A. TEXMATE'S PRODUCTS ARE USED FOR COMMERCIAL APPLICATIONS, AND ARE NOT CONSUMER PRODUCTS.
 - B. TEXMATE CANNOT KNOW FOR WHAT PURPOSES CUSTOMER INTENDS TO MARKET TEXMATE'S PRODUCTS, THEREFORE, ANY IMPLIED WARRANTY OF MERCHANTABILITY IS DISCLAIMED BY TEXMATE. FURTHERMORE, TEXMATE'S EXPRESS WARRANTY IS ALSO DISCLAIMED FOR REBRANDED PRODUCT. TEXMATE PRODUCT IS PROVIDED TO CUSTOMER AS-IS.
 - C. CUSTOMER SHALL BE RESPONSIBLE FOR ALL PRODUCT SUPPORT. TEXMATE SHALL NOT PROVIDE ANY INDIRECT OR DIRECT PRODUCT SUPPORT FOR REBRANDED PRODUCT.

Texmate looks forward to working with its current and future Customers to meet the branding needs of all parties. If there are any questions, please call us at +1-760-548-9899 or email us at orders@texmate.com.