



## Bona Logo Guide

Two logos to reinforce the position of your brand

**Bona**<sup>®</sup>

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Our Bona Lifetime Support and Bona High Durability logos are available for customers with co-branding contracts.

Consumers often perceive the care and maintenance of wood parquet floors as rather difficult, expensive and time-consuming. Or they think a wooden floor has only a very limited lifetime before it is visually degraded.

Our logos demonstrate that we have the technology and systems to overcome these issues, widening your market to include a broader target group. We offer low-maintenance systems, the ability to recoat, outstanding durability and access to expert advice all over the world. The names of our logos say it all.



Find out more on [bona.com](http://bona.com)

#### **Bona Lifetime Support logo – for distributors**

All floors finished with Bona products are backed up by a complete set of cleaning, maintenance and renovation products & services. Communicate that you're on board with this concept by using our Bona Lifetime Support logo in your channel communication with distributors.

#### **Bona High Durability – for end customers**

Bona High Durability is our promise to your end customers of a floor that's treated to give it the best possible protection and last through years of heavy use – the ultimate reassurance. We offer low-maintenance systems, the ability to recoat, and outstanding durability, to make wood parquet floors last.



Both these logos are a reminder of the exceptional service that Bona offers. They are valuable because consumers recognise and appreciate what lies behind them. We are determined to maintain and enhance the values they embody, which is why we only allow customers with co-branding contracts to use them.

- Overcome common objections and misconceptions about wood
- Communicate strong arguments for buying products co-branded with Bona
- Sell your products to a broader range of customers

**Get in touch with your local Bona IC representative to find out more.**

**Bona®**