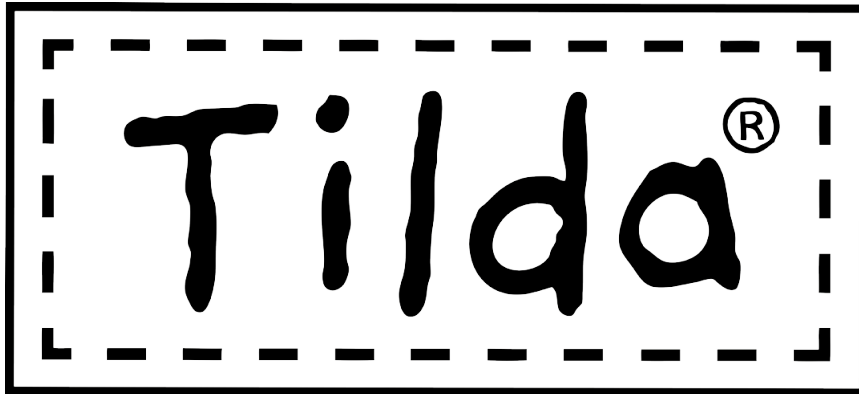




TILDA CODE OF CONDUCT

Tilda Code of Conduct is a document provided to help our wholesalers understand the roles and obligations connected to working with the Tilda brand. It will also help answer questions from third parties that relate to you as a Tilda wholesaler.

You are required to follow the Tilda code of conduct to be a Tilda wholesaler.

We try to solve every challenge we meet and strive to find common rules to benefit the brand worldwide, and everyone working with it. That means the code of conduct might be subject to change if a new challenge occurs.

With the onset of Internet and social media, the world of craft and sewing has grown smaller, and how the Tilda brand is handled is not only important to us but also to everyone else working with it.

With three releases each year, high quality products, and without the use of licensing, we want Tilda to be a genuine quality brand that is always new and engaging for the customers.

Tilda®
FABRICS

TILDA CODE OF CONDUCT

1. LOGO

The Tilda brand logo is the main symbol for the brand and extensively protected throughout the world. The logo must only be used on original Tilda products and on approved websites, shops and blogs that sell Tilda products.

2. NAME

If you wish to use the Tilda name in the name of your website or in your company name, a written approval from the owner Tone Finnanger is required. This type of approval will only be given to our wholesalers and close partners.

You need written approval from Tone Finnanger if you use Tilda in your social media. Only our wholesalers can administrate specific country official Tilda account. For example, please see Instagram:

tilda_usa

tilda_australia

tilda_spain

tilda_uk

You can only market and sell original Tilda products under the Tilda name. If you also sell other products you are required to make a new website only containing original Tilda products. This also applies to social media sites.

You cannot use the Tilda name in your company name if you sell products that are not original Tilda products through this company. Using the name would require starting a new company that only markets and sells original Tilda products.

3. RELEASES

You are required to follow the Tilda release calendar.

The calendar will tell you when marketing and pictures can be released to your customers.

It is also your responsibility as a wholesaler to make sure your retail customers follow the worldwide release date for each collection.

4. MARKETING PICTURES

Only original marketing pictures delivered by us can be used for official marketing.

This includes pictures used for your web, web shop, or any type of printed material such as leaflets, posters, and ads for magazines, either printed or digital. This also includes pictures used in connection with official events and exhibitions. The pictures must always be from the newest collection.

You are free to share marketing pictures with your retail customers according to the release calendar. You are required to make sure they follow the above rules.

On social media such as blogs, Instagram, and Facebook you can post pictures of models made by other designers/quilters if the designer/quilter behind the pattern is the focus and Tilda is only mentioned in connection with the products used. Tilda pictures must be from the newest collection.

Do not use AI-created pictures or AI-made variations of original marketing photos to market our products.

5. TILDA CATALOGUE

You can only use the original Tilda catalogues we supply for marketing. The catalogue can be downloaded and used online or be printed on order. Please contact petter@tildafabrics.com if you want your company logo on the catalogue.

6. MAGAZINE

Any designer/quilter can make a project for a magazine using Tilda fabrics if the designer/quilter behind the pattern is in the focus and named, and Tilda are only mentioned in connection with the products used. Our publisher David & Charles can provide material from Tilda books for magazines for a fee. The original pictures of the projects must be used. We are not able to deliver marketing material for magazines on special request.

7. BOOKS

A designer/quilter can use Tilda fabrics and sewing haberdashery in a book if it doesn't amount to more than 80% of material used and Tilda is only mentioned in connection with the products used. They cannot use the Tilda logo in the book.

8. PRODUCTS/GIFTS

You cannot make special Tilda products as gifts to your customers or licence the brand or designs away on our behalf. All Tilda products must be original, produced by Tilda Fabrics AS.

9. EVENTS AND EXHIBITIONS

The latest Tilda news must always be the focus of any Tilda marketing event or exhibition. Each collection is a story and should be presented together, as one. If you are presenting several Tilda collections, gather items from the same collection and keep different collections apart. Marketing events or exhibitions portrayed as a Tilda events/exhibitions must only contain original Tilda products. If Tilda is part of an exhibition or event with other products, keep Tilda gathered as explained above.

10. PATTERNS

Tilda supply free patterns for download on tildasworld.com (patterns are for free, cannot be sold by retailers).

11. KITS

Retailers are welcome to kit our free Tilda patterns provided they only use Tilda fabrics and keep the packaging simple. Packaging must not be possible to confuse with an original Tilda product and can therefore not be presented with Tilda logo or décor. The kit cannot include a print of the pattern, customers must be referred to tildasworld.com for downloading the pattern.

12. WORKSHOPS

Everyone that sells Tilda products are allowed to organize Tilda workshops. For it to be called a Tilda workshop, all fabric must be Tilda fabric and from the latest collections. Designers/quilters are free to use Tilda material for their patterns and organize workshops as long as the designer/quilter behind the pattern is the focus and Tilda are only mentioned in connection with the products used.

13. Frequent questions from end customers:

Can I sew based on Tilda patterns and sell the finished product?

No, you cannot sew or manufacture and sell items based on Tilda patterns/explanations through commercial businesses such as a shop or web shop. A pattern is covered by copyright law and belongs to the designer.

14. Frequent question from end customers:

Can I use Tilda fabric in my own designs and sell?

Yes, you are free to use manufactured Tilda products such as fabric, ribbons and buttons in your designs and sell, if you do not use the Tilda name or brand to market your products.

15. OTHER QUESTIONS

For questions about matters not featured in the Code of Conduct, please contact us directly.

The Code of Conduct is based on more than 20 years of experience as custodians of the Tilda brand. We appreciate your efforts to work within the boundaries we have set for the brand.