



PREMIER®

UNIFORMS THAT WORK FOR YOU



**PRODUCT GUIDELINES FOR
SPECIAL EDITION PRODUCTS POWERED BY**

**HEIQ[®]
VIROBLOCK**

A world-leading innovative
Swiss textile technology



As a reseller of the Premier range you are welcome and encouraged to promote and sell our products on your website.

If you are selling our special edition range of products powered by HeiQ Viroblock, there are some basic branding guidelines that need to be followed.

1. Please only use the official photography as released by Premier Clothing Ltd. This is available for you to download from www.premierworkwear.com or via your distributor's website. Please do not attempt to alter any of the lifestyle or flat shot photography. Please do not remove the HeiQ Viroblock logo that appears in the bottom right of the shot.
2. As the "Premier" brand is licensed to manufacture and sell products treated with HeiQ Viroblock, the "Premier" brand must be referenced on the product page. This can be done in two ways.
 - a) The product title must mention the brand name, e.g.
Premier 3 Layer Face Mask, Powered by HeiQ Viroblock
OR
 - b) The Premier logo must be visible on the product page.
3. Please use the official product details and marketing descriptions as released by your distributor. Full product details are also on the Premier website.

These branding guidelines refer to the following products manufactured by Premier Clothing Ltd.

PR994 3 Layer Face Mask, powered by HeiQ Viroblock
PR995 Unisex Short Sleeve Polo Shirt, powered by HeiQ Viroblock
PR996 Bib Apron, powered by HeiQ Viroblock
PR997 Unisex Long Sleeve Polo Shirt, powered by HeiQ Viroblock
PR998 Touch Gloves, powered by HeiQ Viroblock

EXAMPLE PRODUCT PAGE



Premier 3 Layer Face Mask, Powered by HeiQ Viroblock

**PREMIER**

Product code: PR994

Description | Sizing

Fabric Outer layer: 65% Polyester, 35% Cotton. Mid layer: 100% Polyester non-woven. Inner layer: 100% Cotton jersey, powered by HeiQ Viroblock

Weight 115gsm

Size One size

This three-layer face mask is treated with HeiQ Viroblock antimicrobial technology that protects it against contamination by microbes and germs, with a biocide of Silver Chloride. The outer layer has a Teflon™ water repellent coating, the middle filtering layer provides an optional pocket for the addition of our PR797 PM 2.5 Carbon Filter and the inner layer is treated with HeiQ's Viroblock technology that will remain effective for up to thirty washes at 60C. This mask offers a snug fit over the nose and under the chin and can be secured in place with elasticated ear loops with an adjustable drawcord.

Correct product photography that carries the HeiQ Viroblock logo and strap-line

HeiQ Viroblock logo

Correct product title

Premier brand logo

Official product description

