

BYNDER HOW-TO-GUIDE

Fristads' Media Bank makes it easy for you to find and download images and marketing material of Fristads' available products, including:

- Product images
- Model images
- Feature/action images
- Ready-to-publish social media images
- Ready-to-print store signs
- Branding POS material
- Ads and banners
- Digital brochures

All available assets are free to use in marketing material for Fristads products, **unless otherwise stated** under Copyright Status on the specific asset.

1. Register your account.

The image shows two screenshots of the Hultafors Group website registration process. The left screenshot shows the login and registration options. A black box with white text says "Go to Bynder and REGISTER A NEW ACCOUNT." with an arrow pointing to the "Register a new account" button. Below it, text says "Click the hyperlink above". The right screenshot shows the registration form with a blue box around the "Search & Download" dropdown menu and another blue box around the "Brand" field. Text on the right says "Choose Search & Download, fill in your name and e-mail, and choose the brand Fristads." and "You will get an e-mail notification when your account is approved and ready to login."

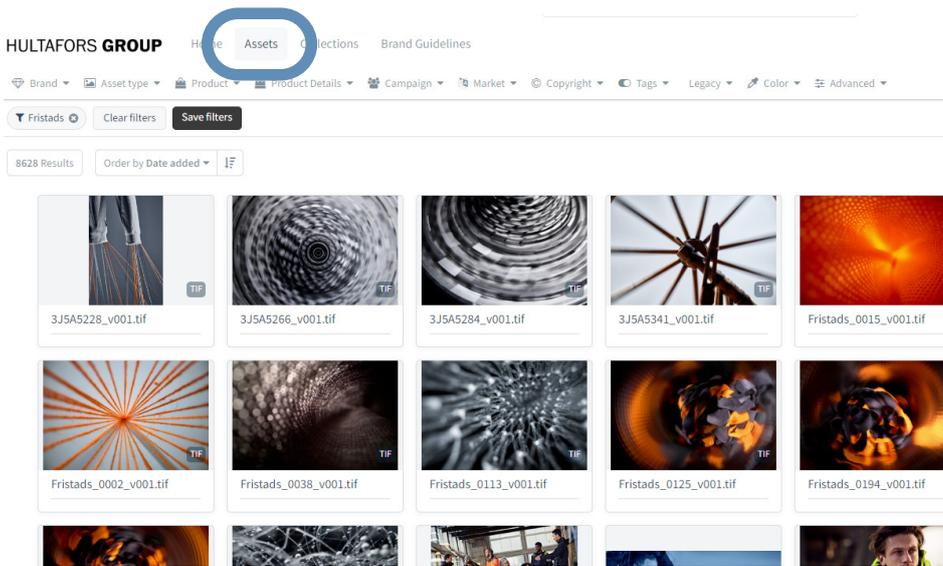
2. See the latest news.

On the start page you will find news and our latest additions.

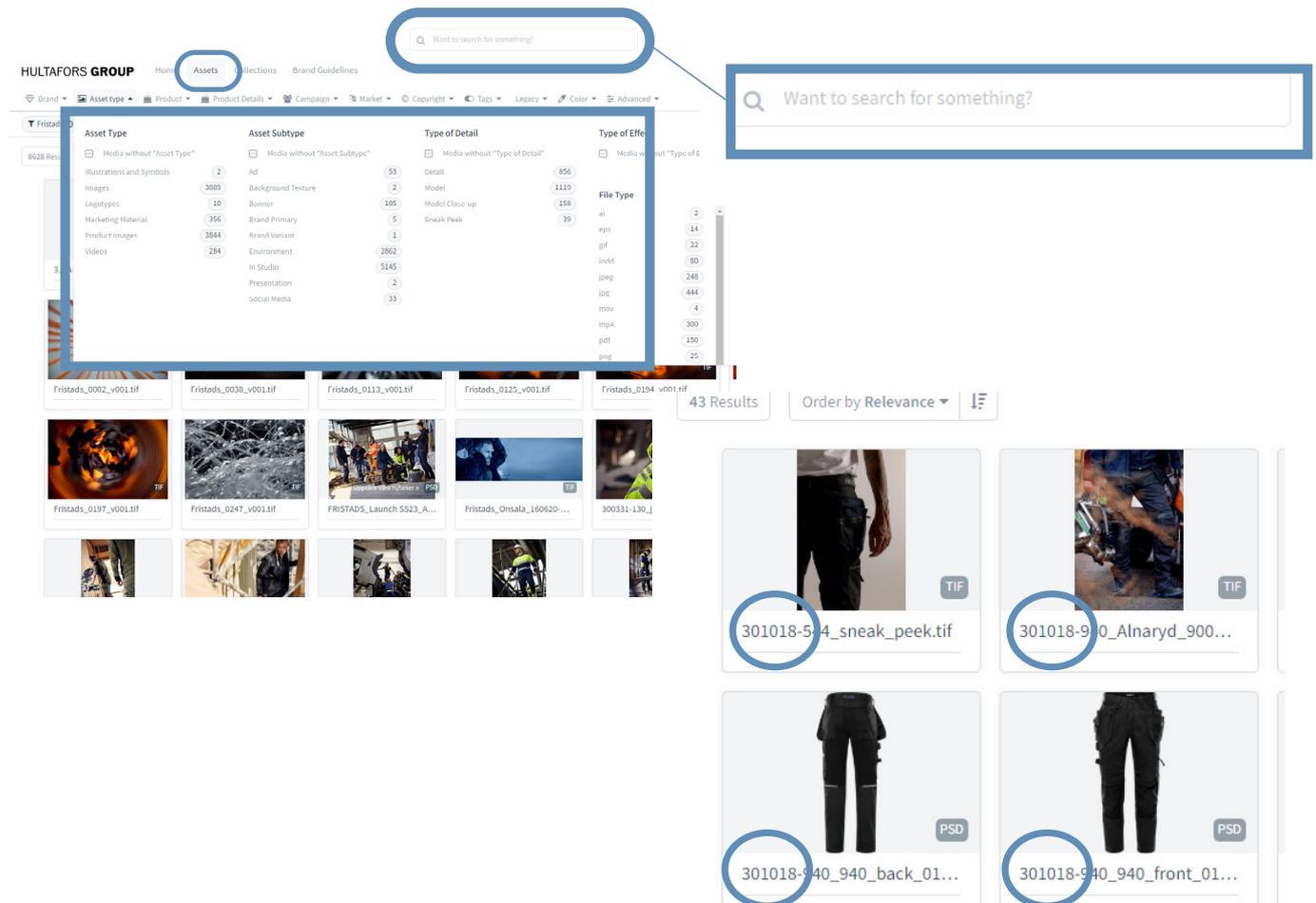
The image shows a screenshot of the Bynder website start page. At the top, there is a banner with the text "Your one source of digital assets" and a "Read more" button. Below the banner are several navigation tiles: "Fristads logotyper" (Here you will find all our logos), "Product images" (with a hammer icon), "Catalogues" (with an open book icon), and "Latest news" (with a blue circle around it). The "Latest news" tile shows two news items: "Publishing collections" dated 05/11/2023 and "Welcome to Bynder" dated 03/06/2023. Below the "Latest news" tile are links for "Administrator Resources", "Bynder Status Page", "Bynder Knowledge Base", and "Bynder Webinars". At the bottom, there is a "HULTAFORS GROUP" logo and a video player icon.

3. Find your assets.

Click on **Assets** at the top of the page.



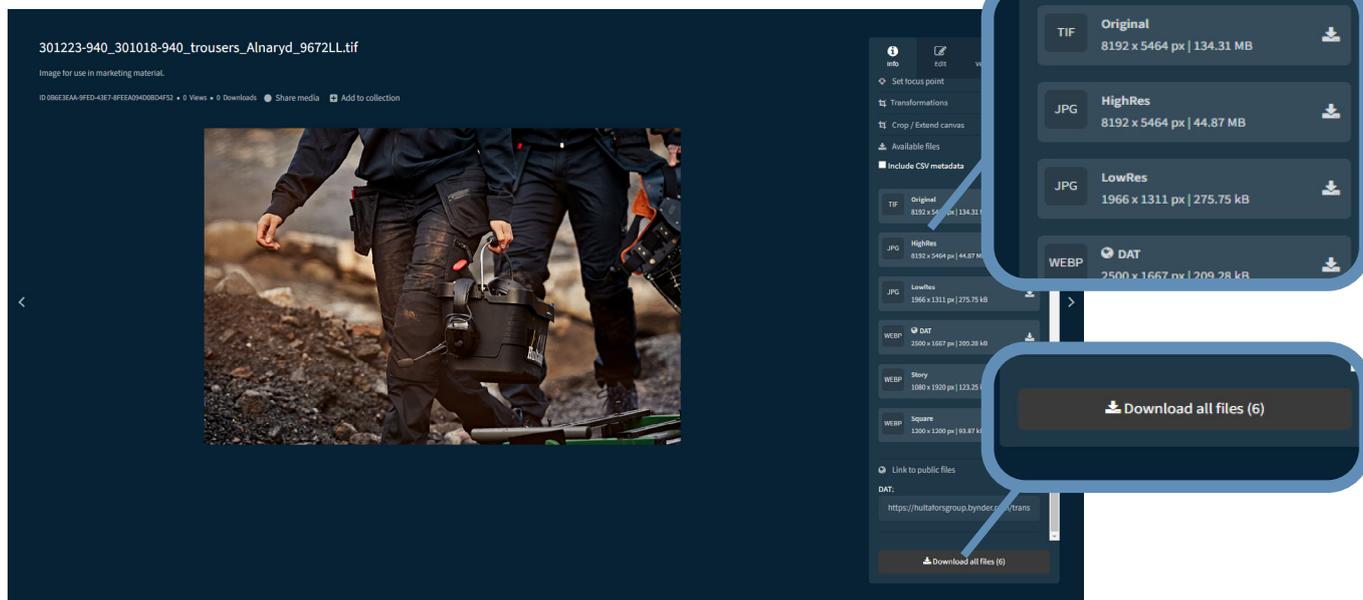
Find what you're looking for by using our smart filters in the **drop down menus**, or use the **search bar**.
Try searching for eg an article number, a concept name, type of material, language or theme.



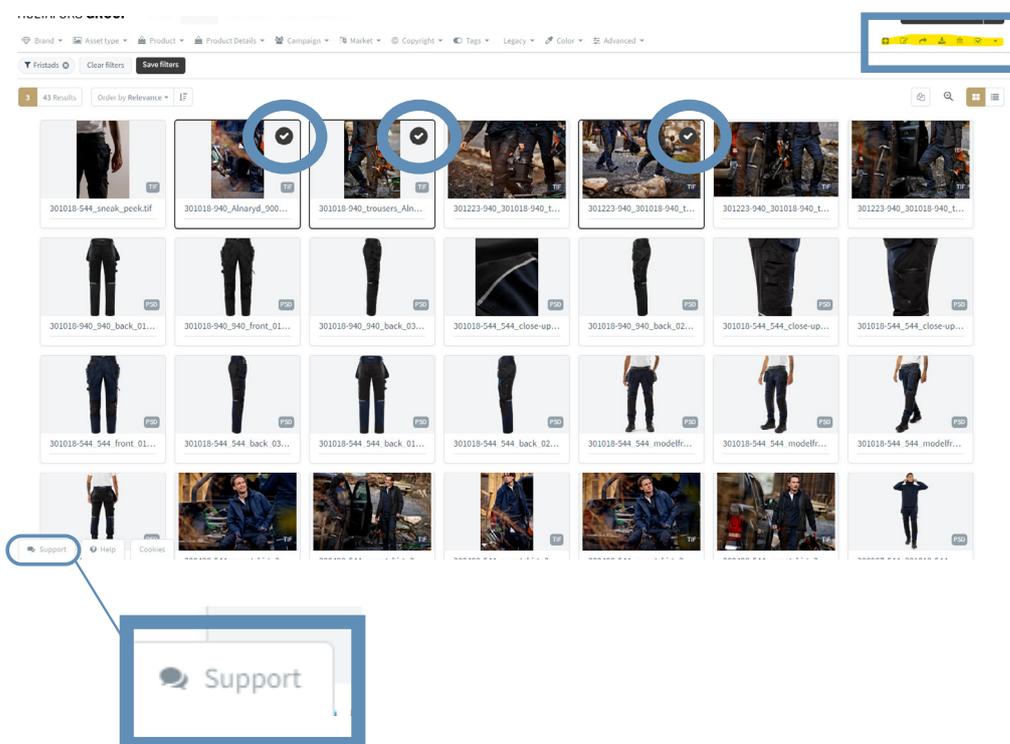
4. Download your assets.

Click on an **asset** to see detailed information, and chose your download options.

For images you can choose high or low resolution, and different formats or social media use.



To download many files at once, click the **check mark** on the assets you want and use the **small menu icons** on the top right.



5. Support.

If you need support, click on the **support button** at the bottom left.

If you can't find what you're looking for, turn to your local sales or marketing contact at Fristads.