



LPP Printable Sp. z o.o.
ul. Magnacka 4,
80-180 Gdańsk – Kowale
Poland

tel. 57 144 83 45-47
dok@promostars.com
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Gdańsk, 1 February 2026

Regulations on the Use of 2026 Marketing Materials

§1. Scope of the right to use the materials

1. The 2026 marketing materials provided by LPP Printable Sp. z o. o., in the form of photographs, videos or other works featuring models, may be used for a limited period of 24 months from the date of their first publication, i.e. until February 2028.
2. During the period specified above, the materials may be used:
 - on the Internet, in particular on websites;
 - on social media platforms;
 - in sales offers of the following brands: “Promostars”, “Geffer”, “Crimson Cut” and “Mark the Helper”;
 - for the purpose of presenting products with any decorative element (e.g. print or embroidery).

§2. Materials without time limitation

1. The following materials may be used without any time limitation:
 - packshot product photographs – i.e. photographs showing the product only, captured in a neutral, technical style;
 - product images featuring the product alone, without any model (including so-called “ghost” shots and close-up detail shots taken on a model);
 - advertising videos that are purely product-focused.
2. Unlimited use applies solely to materials that present the product itself and do not feature a model in a branding or promotional context.

§3. Rules after expiry – February 2028

1. Upon expiry of the 24-month period from the date of the first publication, the materials:
 - may not be used in new advertising campaigns;
 - may not be used in new promotional activities;





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- may not form part of ongoing marketing activities;
 - may not be published in new social media posts;
 - may not be displayed on homepages.
2. Materials produced and published during the term of the consent may remain accessible strictly for archival purposes only, namely:
- in existing catalogues;
 - in promotional materials already in circulation;
 - on website product pages (packshot images only, and never on homepages);
 - on other media created during the period in which the consent was valid.

§4. Brand restrictions

1. Photographs and promotional materials in which the face or likeness of a model is visible may be used exclusively for the promotion of the brands “Promostars”, “Geffer”, “Crimson Cut”, and “Mark the Helper”. Such materials may not be used to promote or support the sale of any other brands.
2. Photographs and advertising materials depicting only the product, without a visible face or likeness of a model, may be used to promote the user’s own brands (with the exception of clothing brands), in particular in marketing activities, sales offers, promotional materials, and communications on the Internet and social media.
3. Marketing materials bearing a visible representation of any LPP Printable Sp. z o.o. brands may not be used in any manner that:
 - serves to promote or support political views;
 - serves to promote religious or ideological content;
 - contains, promotes or disseminates pornographic, erotic or otherwise obscene content;
 - promotes violence, hatred, discrimination or any activities contrary to applicable law;
 - may harm the reputation of LPP Printable Sp. z o.o., its brands or the persons depicted in the materials;
 - may suggest that LPP Printable Sp. z o.o. endorses any ideology, organisation, social movement, or political or religious cause.





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4. In the event of any breach of the above rules, LPP Printable Sp. z o.o. reserves the right to require the immediate cessation of the use of the materials and their removal from all media.
5. Where the marketing materials made available by LPP Printable are shared with third parties, including in particular agencies, subcontractors, commercial partners or other collaborating entities, full responsibility for their use, compliance with these Regulations and compliance with applicable laws shall rest with the party sharing the materials. The party sharing the materials shall make aware such third parties of the rules governing their use and shall ensure that those rules are observed. LPP Printable accepts no liability for any acts or omissions of third parties to whom the materials have been made available by the sharing party.

I hereby declare that I have read the above Regulations on the Use of LPP Printable Sp. z o.o. Marketing Materials and accept their terms.

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Date, company stamp and signature of the representative

