



GIB® TRADEMARK WORD USAGE GUIDELINES

Winstone Wallboards is the manufacturer/supplier of GIB® plasterboard and associated products and has the rights to a number of registered trademarks. Correct use of our trademarks is very important to us given the substantial investment made in marketing and promoting them. Your assistance in ensuring correct use of Winstone Wallboards trademarks is greatly appreciated.

GIB® is a registered trademark of Winstone Wallboards. To avoid confusion and ensure people are clear about what brand of product is being referred to the GIB® registered trademark should only be used when referring exclusively to Winstone Wallboards own brand of plasterboard or accessories – e.g. GIB® plasterboard, GIB® compounds.

The GIB® trademarks are only to be used in connection with GIB® products and are not to imply any connection between us and any other product or to be used in a manner that implies any endorsement by us.

General Industry Wording

When referring to the product category or wider installer/ stopping industry then the following should be used;

- Plasterboard, wallboard or drywall – e.g. plasterboard fixing, plasterboard stopping.

GIB® Trademark Wording

GIB® trade customers who use GIB® products in the majority of their projects are welcome to use the GIB® trademark words in their business advertising material provided the below conditions are met.



Examples of trade customer business advertising materials where the GIB® trademark words may be used in accordance with these guidelines include vehicle and business signage, staff clothing and apparel, business websites, social media and print advertising.

- Under no circumstances may the GIB® brand be used as part of a website URL, social media account name, company name or email address etc. unless it is for a Winstone Wallboards company.
- Under no circumstances is the GIB® brand to be used as part of a product name unless it is a GIB® brand of product initially supplied by Winstone Wallboards.

Failure to meet any of the conditions in this document may result in Winstone Wallboards requiring the GIB® trademark to be removed immediately from the material.

Further Assistance

For further guidance or to check you are using the trademarks correctly please contact a member of the GIB® marketing or sales team.

	CONDITIONS OF USE
General Industry Wording Use.	<p>All customers are free to use general industry category terms such as those terms shown below:</p> <p>Generic industry terms include:</p> <p>Plasterboard, Plasterboard Installer, Plasterboard Fixer, Plasterboard Stopper, Stopper, Plasterer, Fixing the plasterboard, Installing the plasterboard, Stopping the Plasterboard, plastering.</p>
GIB® Trademark Use.	<p>GIB® trade customers can use the trademarked word 'GIB®' in a limited context provided the majority of the product they install is GIB® product.</p> <p>When using the GIB® trademark word GIB® must always be in capitals and the ® must be included at the end.</p> <p>The word GIB® must not be used by itself and must always have a product, service or category name after it e.g. GIB® plasterboard, GIB® compounds, GIB® delivery services, GIB Aqualine®.</p> <p>What Wording is <u>OK</u> To Use:</p> <p>GIB® Plasterboard Installation, GIB® Plasterboard Installer, GIB® Plasterboard Fixing, GIB® Plasterboard Fixer, GIB® Plasterboard Stopper, GIB® Plasterboard Stopping.</p> <p>What Wording is <u>NOT OK</u> To Use:</p> <p>GIB® installer, GIB® fixer, GIB® fixing, GIB® stopper, GIB® stopping. GIB® board (use plasterboard or GIB® plasterboard). Gib, Gibs, Gibber, Gibbing, or Gibbed.</p>