

Corporate Identity Manual for ZETOR Spare Parts E-shops



Introduction

- This presentation provides a framework of conditions for operating e-shops offering genuine ZETOR spare parts.
- The aim is to ensure consistent presentation of the ZETOR brand across all e-shops.
- The standard is intended to ensure transparent communication with customers and prevent them from being misled.
- It also includes protecting ZETOR's good reputation in the online environment.

Trademark and Misleading Customers!

- The ZETOR designation is protected as both a word mark and a combined trademark registered with the Industrial Property Office and in international trademark registers.
- It must always be made completely clear to the customer whether a spare part is genuine or non-genuine; the customer must not be misled.
- No false impression may be created regarding the origin of the products.
- ZETOR reserves the right to challenge cases where sales are conducted in a manner that infringes the trademark or misleads customers in any way contrary to this document or applicable law.
- Neither the domain name nor the e-shop name may create the impression that it is an official ZETOR company e-shop.
- The use of the word ZETOR and words derived from this brand in a domain must be covered by a licence agreement. Otherwise, it is not permitted.

General Provisions

- ZETOR has the right to regularly review the content of the e-shop, the way products are presented and compliance with the established standards.
- Photographs, renderings, watermarks and images of ZETOR tractors and genuine parts may only be used for genuine ZETOR products or with ZETOR's prior written consent.
- These rules apply to all sales and communication channels, not only the dealer's e-shop: e-shops, product pages, catalogues, PDF offers, Heureka/Zboží.cz, online marketplaces, social media, newsletters, advertisements and printed materials.
- Failure to comply with these rules may result in a request to remove non-compliant content or products from all sales and communication channels, as well as legal enforcement of damages and the corresponding penalties.

Separation of Genuine Spare Parts

- The dealer is required to clearly separate genuine and non-genuine spare parts into separate categories:

Genuine ZETOR Spare Parts

Non-genuine Spare Parts / Alternatives

- A filter alone does not sufficiently separate the categories.

Spare Parts



- ✓ Genuine parts have a separate category

ZETOR Spare Parts	
☐ Non-genuine part	120
☐ Genuine part	55

- ❌ Genuine and non-genuine parts are in one category

Genuine vs Non-genuine Parts Categories

Genuine Parts

- The genuine parts category must be clearly labelled and display the ZETOR logo.
- Customers must be able to learn how to identify a genuine spare part.
- This category also includes ZETOR Approved Parts.

Non-genuine Parts

- The non-genuine parts category must not contain the ZETOR logo or brand name.
- Customers must be informed of the risks associated with using non-genuine parts.
- Product designations must not use ZETOR coding, even with an added suffix or a derivation of the original product code

Genuine vs Non-genuine Parts Categories

- The distinction between genuine and non-genuine parts must be clear to the customer throughout the entire purchasing process, and the customer must not be misled at any of the following points, for example:

E-shop Name → Category → Breadcrumbs → Product Name → Product Page
→ Brand/Manufacturer → Catalogue/Reference No. → Description → Photos
→ URL → Filters → Marketplaces & Comparison Sites

Customer Education

- The e-shop operator must clearly and visibly explain on its website how customers can identify a genuine spare part, together with the risks of using non-genuine parts.
- The text for this microsite may use the chapter from our official website: <https://www.ZETOR.cz/jak-poznam-original>
- Example:

How to Identify Genuine ZETOR Parts?

ZETOR has long faced an influx of counterfeit parts onto the Czech market. **To distinguish genuine parts**, the manufacturer has therefore introduced several security measures:



Packaging

Each part is packaged in original packaging bearing the **company logo** and **unique identification features** – including the mark and code (see below). The packaging is, of course, **undamaged**.



Barcodes

In addition, the manufacturer marks all genuine ZETOR spare parts with an identification mark and a barcode on the packaging. **This code contains the part's production and warehouse-issue dates, the name of the employee responsible for packaging**, and a range of other important information.



Customers can learn how to identify a genuine part

Customer Education

- Customers must be informed of the risk that using a non-genuine spare part may damage the tractor.
- The options are:
 - Include text in a separate non-genuine parts section that clearly warns of the potential harm caused by non-genuine parts.
 - In the text explaining how to identify a genuine part, include examples of the use of non-genuine parts and their negative effects.

Customer Education

Tests of Non-Genuine ZETOR Parts

To demonstrate how **non-genuine parts** actually damage your equipment and **shorten its service life**, ZETOR carried out several tests using counterfeit parts.

The tests focused on several best-selling components that are often also sold as cheap counterfeits – and **the results were not good at all**:

When measuring the water pump components, ZETOR employees encountered several problems:

1. The pump housing had an uneven casting. After disassembly, the employees found **machining burrs** inside the housing. Due to imperfect moulding, **foundry sand** could be scraped from the raised areas of the inner surface beneath the impeller:



✓ Example of correct information on the potential effects of non-genuine parts

Basic Parts Labelling Rules

- Non-genuine parts must not use the same catalogue number as genuine ZETOR parts or code designations derived from catalogue numbers.
- The designation must be consistent in the product name, catalogue number, description, filters and URL so that products are not displayed in a misleading manner.
- The product description must make it clear to the customer whether they are choosing a genuine or non-genuine part.
- **Non-genuine spare parts must always be clearly and visibly labelled.**

Preventing Customer Confusion in the Labelling of Non-genuine Parts

- It is prohibited to use photographs of genuine parts as preview images for non-genuine parts.
- The official ZETOR logo and name must not be used in any way for non-genuine parts.
- ZETOR catalogue numbers form part of the genuine product identification system. They must not be used for non-genuine parts in a way that creates the impression that they are genuine ZETOR parts.
- Non-genuine brands must not be presented in a manner that could be confused with the ZETOR brand.
- A designation such as “CZ product” does not replace a clear indication of the part's origin. Even a Czech non-genuine part must always be clearly labelled as a non-genuine or alternative part.

Correct Labelling of Non-genuine Parts

- For non-genuine parts, we require wording such as:
 - “Non-genuine / alternative spare part.”
 - “Alternative spare part – this is not a genuine ZETOR part.”
- This information must be stated for the item, not only generally in the terms and conditions, website footer or parent category text.
- A general notice in the category may only be used as supporting information, not as a substitute for information about the specific product.

Catalogue Numbers of Non-genuine Parts

- ZETOR catalogue numbers may only be provided as secondary reference information. It must always be clear that this is not the catalogue number of the product being offered, but only a compatibility or replacement reference.
- A situation where the catalogue number of a genuine ZETOR part is stated for a non-genuine alternative
 - directly in the product name,
 - as the product code,
 - in the main heading,
 - in the URL,
 - in the meta title
 - or in a search result based on entering the genuine spare part code,is unacceptable and is considered to mislead the customer.
- At the same time, we emphasise that because customers very often search for spare parts by catalogue number, whether a part is genuine must already be clear in search results based on genuine catalogue numbers.

Use of the Word ZETOR for Non-genuine Parts

- The ZETOR designation may only be used to the extent necessary to describe the compatibility of the spare parts offered. We consider wording such as the following permissible:
 - **“Alternative parts compatible with ZETOR tractor models” or “Non-genuine spare parts suitable for ZETOR tractors” or “alternative spare parts for ZETOR tractors” or “intended for use with ZETOR ... series tractors”**
- Conversely, it is considered impermissible for the ZETOR designation to be used on its own as the main designation of a product category, product range, product line or the product itself in connection with non-genuine spare parts
- Customers are also misled by the use of abbreviations or words derived from the word ZETOR. For example, “Parts for ZET tractors”

Distinguishing Parts



Clutch guide pin
55011112



Clutch guide pin
55011112



Clutch guide pin CZ
55011112.1

- ❌ The non-genuine part has the same catalogue number as the genuine part
- ❌ The part is not clearly labelled as genuine or non-genuine

- ❌ It is not clear which part is genuine
- ❌ The catalogue number makes the non-genuine part appear genuine

Packaging

- Genuine spare parts are delivered to the customer in their original packaging.
- It is prohibited to package non-genuine parts in original ZETOR packaging or in packaging bearing the ZETOR logo.



Individual genuine spare parts are marked with an **indelible mark and a barcode** containing information on when the part was issued from the warehouse, who packed it and when it was manufactured.



Genuine spare parts are packaged in **original packaging** bearing the company logo and labelled with a product-number sticker and a barcode with a unique identification number.

Summary

Genuine Parts

- They have a separate, clearly labelled category containing no non-genuine parts.
- The genuine-parts category must be clearly labelled and carry the ZETOR logo.
- Customers can learn how to identify a genuine spare part.
- Each product description must state that the part is genuine.
- Genuine spare parts are delivered in original packaging.
- This category includes ZETOR Approved Parts.

Non-genuine Parts

- They have a separate, clearly labelled category containing no genuine parts.
- The non-genuine-parts category must not contain the ZETOR logo.
- Customers are informed of the risks of using non-genuine parts.
- Each product description must state that the part is non-genuine.
- Non-genuine parts must not be packed in original ZETOR packaging or packaging bearing the ZETOR logo.
- Non-genuine spare parts must be clearly labelled and use a different catalogue number from the genuine part.

Děkuji za pozornost



ZETOR TRACTORS a.s. , Trnkova 111, 628 00 Brno–Líšeň, Czech Republic
Telefon: +420 533 430 111, E-mail: ZETOR@ZETOR.com

www.ZETOR.com