

Brandable Units Policy

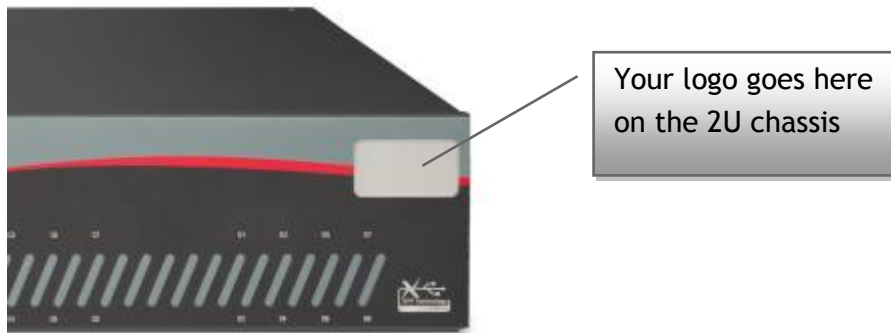
Overview

All Xorcom products feature a removable Xorcom logo in the upper right-hand corner of the front panel. This area can accommodate a partner logo on a Lexan sticker to create a branded unit.

Who Qualifies?

This option is reserved for partners that can be classified as ‘value-added resellers’ (VARs) who want to differentiate their product offering. To qualify, the reseller must add value to the product by using his own Asterisk distribution or by embedding special software in the unit.

Visual Depiction of Branded Panels



Ordering & Production Process

First Type of Branding: Logo Only

Partners wishing to participate in the branded logo program need to purchase the labels, which will be prepared by Xorcom. Minimum order is 500 labels, at \$2.00 each, which can be mixed sizes - for the 1U and 2U cases - plus a one-time set-up fee of \$500, i.e. total order = \$1500. The partner logo should be prepared specifically to the dimensions mentioned below, saved in EPS format (vector), and [sent by e-mail to Xorcom](#). To ensure a color match, the Pantone® number should be provided for each color used in the logo.

Preparing the Labels

We have two different panel sizes:

- 1U for XR1000 IP-PBX and Astribank units : 26.7 mm (width) x 14.7 mm (height)
- 2U for XR2000 and XR3000 IP-PBX : 40.2 mm (width) x 21.7 mm (height)

Second Type of Branding: Entire Front Panel

Alternately, partners can opt to brand the entire front panel of the various units. Production of complete front panel Lexan labels will be contingent on receipt of a \$50,000 minimum product order from the partner. Xorcom will handle all design and production communications and costs.