

HTC on the web

For those cooperating with HTC

This document is for those who in any way cooperates with HTC and have their own website. This document is designed to convey HTC's wishes about how HTC is mentioned and linked to from external websites. These are no requirements or rules from HTC's side, only our wishes so that the HTC brand can become clearer and stronger on the market.

The more people doing this the stronger HTC's brand will be perceived by our, and your, customers. HTC-related information will also rank higher on search engines, such as Google.

Please contact HTC's marketing department if you have questions or concerns.



Brands and products

- Names displayed consistently

HTC's various products and flooring solutions should always be written in the same way. If they are always written the same on all websites the customer will faster recognize the product. To your right you find our most common products and flooring solutions written correctly.

If possible, please use the trademark (™) for our flooring concepts. Use the symbol instead of just writing TM for the brand. In that case it is better not to include the trademark at all.

Flooring solutions

HTC Superfloor™
HTC Superprep™
HTC Twister™
DCS Hybrid™
HTC EZwood™

Grinding machines

HTC 420 VS
HTC 650 RX
HTC 650 HDX
HTC 650 E Classic
HTC 950 RX
HTC 1500 ixT
HTC 2500 iX

Dust extractors

HTC 15 iAD
HTC 10 iAD
HTC 5 iAD

Link to HTC

- Linking is good for you and us

We would like to ask you to link to HTC's website from your website. This has many advantages for both you and us. One big advantage is that linking between websites is highly valued by search engines like Google. If in addition, two sites with similar content both links to each other Google value them even higher.

Below you find a few wishes and tips from us at HTC.

NOTE! If you find this complicated, please link the way you yourself prefer. We would rather like you to link to us instead of not doing it at all.

Your concrete floors can be grinded to an [HTC Superfloor™, a polished concrete floor](#). With HTC Superfloor™ you will clearly notice the benefits you get by having concrete as an exposed surface

Link within a body text

When a link to HTC's website is placed directly in a text, it is desirable if the link itself may contain one or two keywords.

"Your concrete floor can be grinded to a [HTC Superfloor™, a polished concrete floor](#)."

The sentence above is an example of a sentence that contains a link with keywords (HTC Superfloor™, polished concrete floors). The link should in this case point to either HTC's first page or to the part that deals with HTC Superfloor™. A keyword is thus often a product, flooring solution, branch-related word or such, should be included in the link itself and the word should be discussed on the page where the link points.

Business partners

[Computer store - stationary computers and notebooks](#)
[HTC - floor grinders and diamond tools](#)
[The builders - Professional carpenters](#)
[Polishing-Mike - polish Newtown](#)

Stand-alone text link

It is obviously ok using a link like

www.htc-floorsystems.com when linking to us.

However, it is better if the link contains some keywords, just like earlier discussed. You find some examples of links here:

- [HTC - floor grinders and professional flooring solutions](#)
- [HTC - Professional Floor Systems](#)
- [HTC Superfloor™ - polished concrete floor](#)

Examples of additional links you find on the next page.

The examples are designed so that you only need to cut the code and then paste it into your own code.

HTC-logo as a link

Sometimes you may want to use HTC's logo and make it clickable. This is obviously ok but unfortunately, for this reason older versions of HTC's logo circulates on various websites which we can't control. To ensure that you don't have to update our logo in case it changes in the future we recommend that you link to one of our logos which can be found on our server.



This is common on the Internet so that companies can update their logo on external websites. On the last page you will find complete chunks of code which you can copy and paste directly into your code.

HTML codes

- Cut & Paste

Below are examples of different codes you are free to use when linking text to HTC. It is obviously fine to also create your own links in the same manner. In bold you see how the link will look and in italics, you find the HTML code.

Text links - to HTC's global website

HTC - Floor grinders and professional flooring solutions

HTC - Floor grinders and professional flooring solutions

HTC - Professional Floor Systems

HTC - Professional Floor Systems

HTC Superfloor™ - Polished concrete floor

HTC Superfloor™ - Polished concrete floor

HTC 1500 ixT - A ride-on, effective grinding machine

HTC 1500 ixT - a ride-on, effective grinding machine

Grinding machines from HTC

Grinding machines from HTC

HTC Twister™ - Chemical free floor cleaning

HTC Twister™ - Chemical free floor cleaning

HTC Twister™ - Chemical free floor cleaning (to the website dedicated for HTC Twister™)

HTC Twister™ - Chemical free floor cleaning

Link to a specific website for an HTC office

The links above all points towards HTC:s global website. If you wish to point your visitors towards a specific website for an HTC office, like HTC Swedens Swedish website, you may add a language code at the end of the address. For the Swedish website, please add **/sv-SE.aspx**. A direct link to the Swedish website would be www.htc-floorsystems.com/sv-SE.aspx. The language codes available are:

/sv-SE.aspx (HTC in Sweden - Swedish)

/en-US.aspx (HTC in USA - English)

/en-GB.aspx (HTC in UK - English)

/fr-FR.aspx (HTC in France - French)

/de-DE.aspx (HTC in Germany - German)

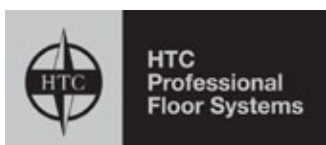
HTML codes

- Cut & Paste

Below are codes to use when you want to place HTC's logo on your website. When you use this code on your website it means that the logo is picked from our server when it is displayed on your site. If you click the logo it opens our website in a new window. If we would change the logo in the future, it will automatically change on your website too.

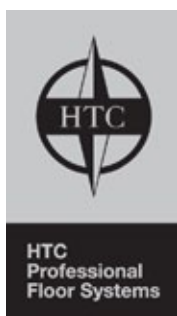
Do you need another size? Please contact HTC's marketing department.

HTC logos



Horizontal logo, link to global website (Width: 180px, Height: 79px)

```
<a href="http://www.htc-floorsystems.com" target="_blank"></a>
```



Vertical logo, link to global website (Width: 84px, Height: 150px)

```
<a href="http://www.htc-floorsystems.com" target="_blank"></a>
```



Contact HTC's marketing department

Do you have questions or requests about linking to HTC's website or other questions regarding HTC's website? Please don't hesitate to contact Jonas Landh at HTC's marketing department in Söderköping, Sweden.

Jonas Landh, webmaster
Email: jonas.landh@htc.se
Phone: +46 (0) 121 - 294 63