

**Panasonic**  
ideas for life



**BESPOKE CUSTOMER BRANDING**  
FOR AWARENESS. FOR SECURITY. FOR EXCLUSIVITY

**ENSURE YOUR BRAND STAYS PROMINENT  
AND YOUR TOUGHBOOKS STAY SECURE  
WITH OUR BESPOKE BRANDING SERVICES.**

Choose from:

- Custom BIOS and BIOS branding
- Hardware branding with your company logo
- Combined BIOS and hardware branding



## BESPOKE CUSTOMER BRANDING

### WHAT DOES THE SERVICE PROVIDE?

With our bespoke branding services, you can opt to have your company logo applied to the casing of your Toughbooks – in a durable, high-quality format.

You can also choose to have the BIOS of your Toughbooks branded and customised to the precise requirements of your business.

Both services are carried out in our Toughbook factory, before being supplied to you on your premises.

### WHAT ARE THE BENEFITS?

- **Greater security** – durable, highly visible internal and external branding of your Toughbooks means the risk of theft is vastly reduced.
- **Greater brand awareness** – as both the hardware and firmware of each and every Toughbook in your organisation carries your logo, this service offer a great way to make your identity more visible and memorable when with customers.
- **Greater likelihood of unit recovery** – branded Toughbooks are far easier to identify and therefore recover in the event of loss.
- **Greater cross-organisational consistency** – branding and standardizing the BIOS to the precise needs of your business gives you greater operational consistency across your organisation. This in turn reduces the workload for your IT specialists.

Product code	Service	Details	Minimum Quantity
PCPE-PSBRAND	Custom BIOS & BIOS branding (per unit) – custom logo in the BIOS and logo badge on main unit	Min. quantity 100 units	100 pieces
PCPE-PSLOGOB	Customer branding – logo badge only	Min. quantity 100 units – unless special request and set-up fee is covered	100 pieces
PCPE-PBIOSLO	BIOS settings and/or BIOS logo	Special BIOS/BIOS settings/logo	30 pieces



CF-53

CF-U1

CF-19

CF-H2

CF-31

### TOUGHBOOK PROSERVICES



**Our range of professional services are the perfect accompaniment to your Toughbook hardware. Each is designed to maximise performance, efficiency and consistency throughout your organisation – and to ensure complete user satisfaction at all times.**

The Professional Services available to you include:

- Disk image management
- Information management (including asset tagging)
- Deployment management
- Branding services
- Financial services