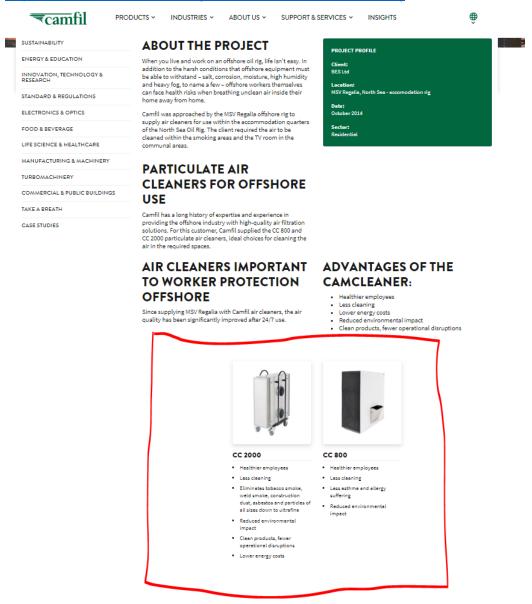
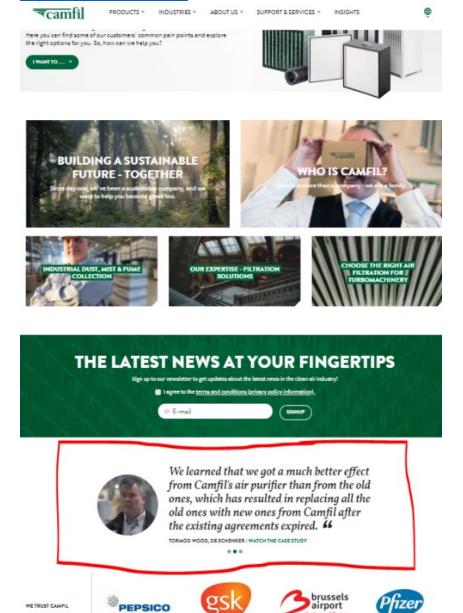
# https://www.camfil.com/en/insights/case-studies/north-sea-oil-rig



This is an example how to use the Selected Product Listing. Here we have a case study with more than one product and this is a perfect way of using this component. Do not recommend using this if it is only one product (see promo box large and promo box small). You can use up to 4 products in one row.

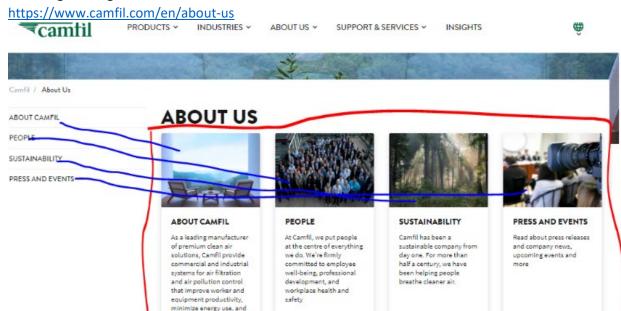
# **Case Studies Small**





Carousel that's a promotion for case studies. Use interesting quotes with NAMES and PICTURE of customer. Important, otherwise might seem unreliable. 3 different case studies are recommended. You can **also** use one at the time. See <a href="https://www.camfil.com/en/about-us/people/meet-our-people">https://www.camfil.com/en/about-us/people/meet-our-people</a>

# **Child Page Listing**





READ MORE

READ MORE

READ MORE

the environment.

READ MORE

This is a component that automatically list the child pages, (under pages). The component creating the links directly. Image is 2000x500, recommended to use the same image as the banner on that specific child page. "About us" is mostly viewed in mobile version because in desktop you cannot press "About us" in the mega menu, you can only reach this landing page on desktop if you press "About us" in the breadcrumb". So, no need to put too much effort in this, therefore child page listing is perfectly fine.

## **Embedded Video**

https://www.camfil.com/en/insights/case-studies/worlds-leading-beverage-company

\*\*Camfil\*\* PRODUCTS \( \) INDUSTRIES \( \) ABOUT US \( \) SUPPORT & SERVICES \( \) INSIGHTS



Camfil / Insights / Case Studies

AIR QUALITY

SUSTAINABILITY

ENERGY & EDUCATION

INNOVATION, TECHNOLOGY & RESEARCH

STANDARD & REGULATIONS

ELECTRONICS & OPTICS

LIFE SCIENCE & HEALTHCARE

FOOD & BEVERAGE

TURBOMACHINERY

MANUFACTURING & MACHINERY

COMMERCIAL & PUBLIC BUILDINGS

TAKE A BREATH

CASE STUDIES

# FOOD & BEVERAGE: WORLD'S LEADING BEVERAGE COMPANY



# LEADING BEVERAGE MANUFACTURER PROTECTS EMPLOYEE HEALTH

When you think about it, air is the only ingredient involved in every aspect of food and beverage manufacturing. Air comes into contact with your products at every process stage, from the storage of raw materials through to packaging. Watch this video to find out more about our solution for a world-leading beverage manufacturer.

Learn more about Camfil's solutions for Food and Beverage.











EXPLORE CONTENT
More on Food & Beverage

More Case Studies Back to Insights

Embedded video=YouTube video. In this component you have the option of a headline and a rich text, and as you can see you can insert links within the rich text. This is how **every** YouTube video is posted on the website.

## **Fact Box**



READ MORE ABOUT CAMFIL

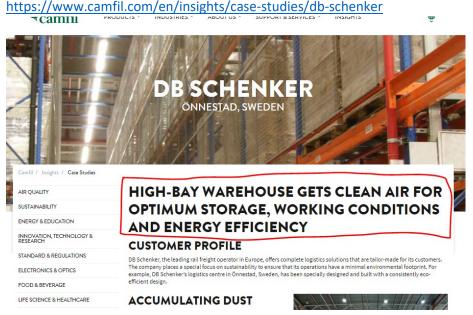
help you to protect people, processes and the environment.



ident and CEO: Alan O'Connell

This is a great way of highlighting stats and/or specific information that you want to "stand out".

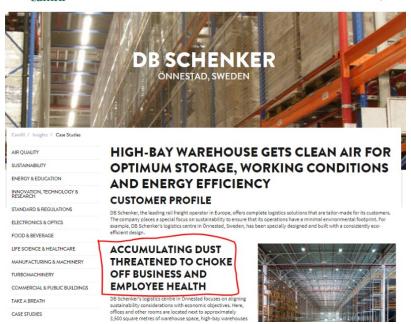
# **Header H1**



The main Headline. **Only 1 per page**, otherwise google won't be happy with the SEO. The H1 is important for the search engine optimization so use key words.

## **Header H2**

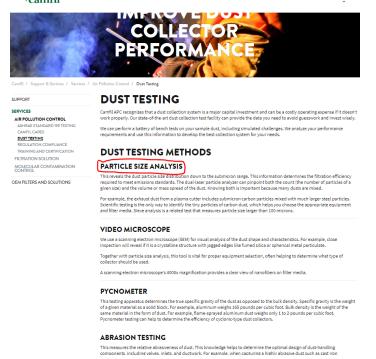




Use for bigger headlines within the text.

# **Header H3**

https://www.camfil.com/en/support-,-a-,-services/services/air-pollution-control/dust-testing



Great example. "DUST TESTING METHODS" = H2. "PARTICLE SIZE ANALYSIS" = H3.

This is a good way of using H3, relevant information that you want to highlight but not make the text confusing with big headlines all over the place.

## Hero

https://www.camfil.com/en/insights



Hero. Banner. **2000x500**. **Highly recommended** to use on **every** page. Makes the pages look alive. The text INSIGHTS on the hero is a good place of writing messages that make the reader interested, the text INSIGHT is a H1 but do not affect the SEO. "Educate. Inspire. Connect." Intro text, if you want to put a longer message under your "main message". You can leave that spot if you want.

# Image Padded <u>VS</u> Image Fullwidth

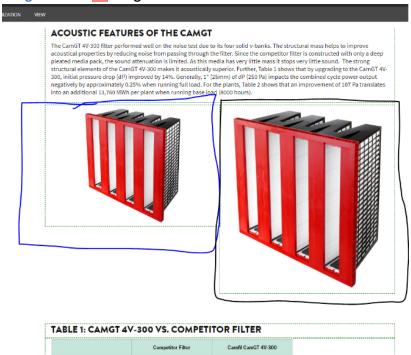
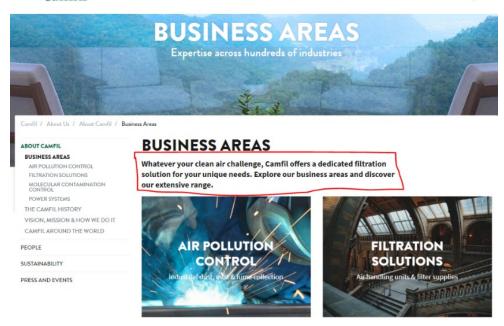


Image Padded(BLUE), smaller and scaled.

Image Fullwidth (BLACK), original size and original scale, to a degree. Fullwidth is normally used.

## Intro

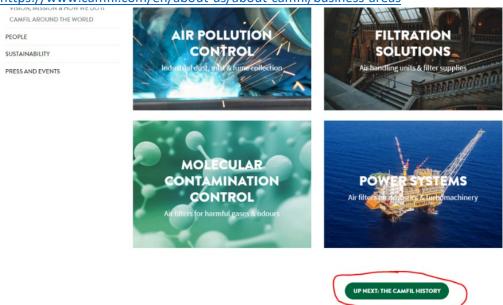




Intro, says itself. When you have a shorter intro text that you want to kickstart your specific area.

# **Link Button**





On the global website we most often use the link button to link to other internal pages. As you can see on the image, we use it for the customer journey.

# **Promo Cards**



Promo Cards are used all over the Insights section. But you can use them on other places as well. They are good if you want to give more info about the page/site you are linking it to. Image- 2000x1500.

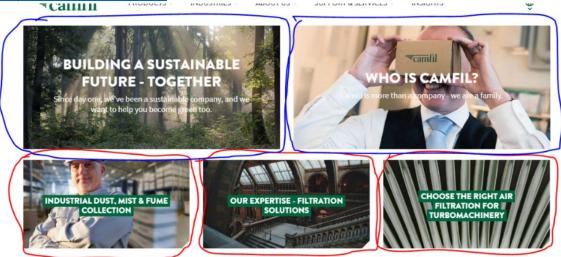
# **Promo Large** https://www.camfil.com/en/about-us/about-camfil/business-areas



Promo Large. Title and intro text underneath. These are on the front page as well and is a great way to get attention and to link forwards. Promo Large is basically a big link button.

## **Promo Small**

https://www.camfil.com/en



Promo small (RED) Here is an example of when and how to use the small promo boxes. And here I've made Promo Large (BLUE) so you can see the difference.

## Quote

# https://www.camfil.com/en/insights/case-studies/db-schenker

come with a high-quality finish, are recognised for trouble-free operation, and provide high air quality at low energy cost. The air circulation generated by the CC6000 creates a uniform temperature distribution throughout the premises, even in rooms with high ceilings.

# DELIVERING CLEAN STORAGE AND AMBIENT AIR

The DB Schenker logistics centre now successfully deploys Camfil CC6000 units to filter and purify the air in hall areas. Commissioning the CC6000 did not require major structural alterations. Constant volume-flow control ensures an even air supply. Monitoring and control of the air purification process is directly accomplished with the Schenker Properties Facility System using a 0-10 volt control. The result is impressive: clean storage of products and improved ambient air with less energy input.

Camfil's CC6000 enables dustfree warehousing and improves working conditions for our employees. 66

# WHAT OUR CUSTOMER



If you want to make your text for example, better looking and with more components. Just take out a specific part of the text that you think is important and that you want to show more.

# **Rich Text**

# https://www.camfil.com/en/insights/case-studies/db-schenker

# SAYS

Bo Jönsson, location manager at DB Schenker in Önnestad, summarises the benefits achieved with CC6000.

"The Camfil CC6000 units enable dust-free warehousing and improve the working conditions for our employees. Thanks to these air purifiers, we can ofter our customers clean products with less cleaning effort inside the building. This highly efficient filtration solution requires fewer air changes, which also decreases repair and maintenance costs. The CC6000 tations can be optimally controlled with the Schenker Properties Facility System. All systems operate with the highest possible energy efficiency and cost effectiveness. With the CC6000s, we have all aspects of dust exposure under control. As we are absolutely impressed by the performance of the CC6000, we have recommended the solution to other DB Schenker logistics centres, which are planning to install CC6000 in the near future."



# **BENEFITS OF CC6000**

- · Keeps stored products cleaner, reducing operational
  - downtime
- Less cleaning required
- · Low energy costs
- Reduced environmental impact
- Healthier employees
- Uniform temperature distribution, even in spaces with high ceilings
- Reduces tobacco smoke, welding fume emissions, building dust, asbestos and particles of all sizes up to ultra-fine



This is the component you use when you write text. You have a bunch of different options in the Rich Text. You can make headlines within the Rich Text (as you can see in the lower example). You can create links in the text, make lists etc. etc.

But do **not** add images in this. If you want images, use the images components.

# **Share**

# https://www.camfil.com/en/insights/case-studies/db-schenker

- Keeps stored products cleaner, reducing operational downtime
- Less cleaning required
- Low energy costs
- · Reduced environmental impact
- Healthier employees
- Uniform temperature distribution, even in spaces with high ceilings
- Reduces tobacco smoke, welding fume emissions, building dust, asbestos and particles of all sizes up to ultra-fine







# **EXPLORE CONTENT**More on Manufacturing & Machinery More Case Studies Back to Insights

Simple and good to have on pages you want to be sharable with ease. For now, these symbols are the only options.



# HOW WE DO IT: TAKE A LOOK AT OUR WORK AROUND THE GLOBE

What do Ebola, landing on Mars and nuclear safety have to do with our business?

# CLEAN LANDING ON MARS In 1997, Camfil was part of the successful Pathfinder mission to Mars. Six ventilation filters were installed into Lander and Rover tanks for the electronic systems used in the Mars Pathfinder project. An efficiency of 99.99% with a particle size of 0.3 µm was required for the filters. The filters had to collect all bacteria and spores still contained in the tanks in order to prevent contamination of the atmosphere on Mars. Camfil made a significant contribution to later expeditions, finding the planet in the same natural and decontaminated

The text in this component is the normal Rich Text, and the image is an Image Padded. So basically, two components in one.

# **Mvc Form**

This is the component you use to insert Forms.

state it was in before the Pathfinders mission.

You need to place a Mvc forms on there is says "Add here" and the press Mvc Forms to insert pre-made form of your choice.

# 2 Column 6-6 & 2 Column Wide 6-6

https://www.camfil.com/en/about-us/about-camfil/business-areas

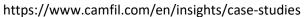


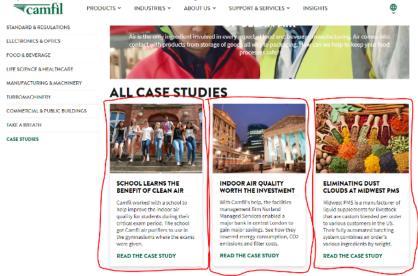
These promos large are put in 2 columns 6-6. This means the page is divided in 2.

Important. Use ONE of these per row. So, APC and Filtration are in ONE of these components.

Next row. MCC and CPS has their OWN row. This is for ALL columns. ONE component per row.

# 3 Column 4-4-4

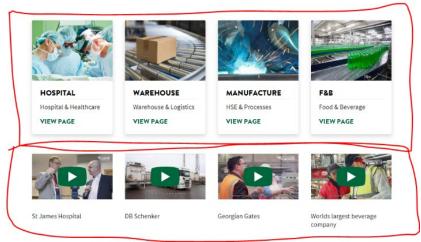




These promo cards are put in this component. Often used.

# 4 Column 3-3-3-3

https://www.camfil.com/en/products/air-cleaners-,-a-,-air-purifiers



Here are **two** of these components.