

# Official copy for Lumin

***The content of this document follows Weber brand and regulatory standards. Do not deviate from the approved copy in this document.***

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In this document you'll find the following:

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## **1. Regulatory and Style Guide**

The following regulatory standards and copy style guidelines were developed to protect our new product's name and support the Weber brand voice. Consistent application, whether online or in-store, is essential in delivering a positive consumer experience at every touchpoint, and ultimately, our brand's success.

### **REGULATORY STANDARDS**

- The first occurrence of the Lumin brand name and Lumin Compact version must include:
  - ✓ an asterisk (\*) to indicate a footnote, which will appear at the end of the PDP body copy
  - ✓ the product descriptor

***Lumin example:*** "High on heat and big on versatility, Weber's Lumin\* electric barbecue takes urban outdoor barbecuing to new heights."

***Lumin Compact example:*** "High on heat and big on versatility, Weber's Lumin\* Compact electric barbecue takes urban outdoor barbecuing to new heights."

- Subsequent use of Lumin or Lumin Compact does not require the asterisk but still requires the product descriptor.

***Lumin example:*** "...the Lumin electric barbecue can keep food warm so everyone..."

***Lumin Compact example:*** "...the Lumin Compact electric barbecue can keep food warm so everyone..."

- The footnote is the last sentence of the PDP copy and must include both the asterisk and the brand name in all caps.

***Lumin/Lumin Compact Example:*** \*LUMIN is a trademark of Weber-Stephen Products LLC and is the

subject of pending registrations or applications in the United States and other countries.

- Lumin Compact logo is global use. The descriptor “Compact” is part of the logo and does not get translated.

## **COPY STYLE DOS & DON'TS**

- Do use an upbeat and straightforward tone of voice, with a wink at fun to celebrate the joy this versatile barbecue will provide.  
**Do example:** “...can keep food warm so everyone can easily serve themselves (and come back for seconds).”  
**Don't example:** “...can keep food warm for guest self-service.”
- Do use terms like “balcony,” “patio,” etc., to highlight small outdoor space.  
**Do example:** “...looks good on your balcony or patio and is easy to clean too.”  
**Don't example:** “...looks good and is easy to clean too.”
- Do use second person point-of-view.  
**Do example:** “...Weber's new Lumin\* electric barbecue is designed to suit both your taste and your outdoor space.”  
**Don't example:** “...Weber's new Lumin\* electric barbecue is designed to suit both a customer's taste and outdoor space.”

## **2. Online Product Content**

PDP – Above the fold

### **Lumin Electric Barbecue**

#### *Product Description*

High on heat and big on versatility, Weber's Lumin\* electric barbecue takes urban outdoor barbecuing to new heights. This multifunction electric barbecue reaches temperatures over 315°C so sear-mark seekers can achieve high-quality searing, while smoke infusion further enhances that barbecue flavour guests crave. Speaking of satisfied guests, the Lumin barbecue can keep food warm so everyone can easily serve themselves (and come back for seconds). Modern and convenient, Weber's new Lumin electric barbecue is designed to suit both your taste and your outdoor space. \*LUMIN is a trademark of Weber-Stephen Products LLC and is the subject of pending registrations or applications in the United States and other countries.

### *Short Bullets*

- Reach really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep meals warm so guests can serve themselves
- Barbecue from frozen by thawing food while the barbecue preheats
- Store simply with compact and space-efficient design

### *Long Bullets*

- Create high-quality sear marks with an electric barbecue that reaches really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep food warm until it's ready to serve. Open the lid for buffet-style self-service.
- Barbecue from frozen with a steam system that thaws frozen foods, like steak and chicken, while your barbecue preheats. When it's ready, sear on the barbecuing side for easy weeknight meals.
- Clearly marked control knob makes it easy to access searing, steaming, smoking and warming modes
- Low-dome lid design helps cook flatter foods, like steak and fish, efficiently
- Front-access grease tray makes removal and cleanup a breeze
- Modern, porcelain-enamelled steel exterior looks good on your balcony or patio and is easy to clean too
- Stow and go—compact and space-efficient design makes this barbecue easy to store and access for your next gathering

### *Colours*

- Black
- Crimson

### *Barbecue Specs*

- Power (watts and volts): 230v = 2200 Watts
- Cooking Grates Porcelain-enamelled cast iron
- Total Cooking Area 1562 cm<sup>2</sup>
- Max Barbecue Temperature: 315°C+
- Dimensions Lid Closed (cm): 29.8 H x 64.8 W x 47.6 D
- Dimensions Lid Open (cm): 66.1 H x 64.8 W x 51.8 D
- Cord Length: 1.8 m

## Lumin Electric Barbecue with Stand

### *Product Description*

High on heat and big on versatility, Weber's Lumin\* electric barbecue takes urban outdoor barbecuing to new heights. This multifunction electric barbecue reaches temperatures over 315°C for high-quality searing, while smoke infusion further enhances that barbecue flavour guests crave. It can also keep food warm so everyone can serve themselves. The collapsible stand is easy to set up and provides added space and built-in tool hooks. Modern and convenient, Weber's new Lumin electric barbecue with stand is designed to suit both your taste and your outdoor space. \*LUMIN is a trademark of Weber-Stephen Products LLC and is the subject of pending registrations or applications in the United States and other countries.

### *Short Bullets*

- Reach really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep meals warm so guests can serve themselves
- Barbecue from frozen by thawing food while the barbecue preheats
- Store and access compact barbecue and collapsible stand with ease

### *Long Bullets*

- Create high-quality sear marks with an electric barbecue that reaches really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep food warm until it's ready to serve. Open the lid for buffet-style self-service.
- Barbecue from frozen with a steam system that thaws frozen foods, like steak and chicken, while your barbecue preheats. When it's ready, sear on the barbecuing side for easy weeknight meals.
- Clearly marked control knob makes it easy to access searing, steaming, smoking and warming modes
- Low-dome lid design helps cook flatter foods, like steak and fish, efficiently
- Front-access grease tray makes removal and cleanup a breeze
- Modern, porcelain-enamelled steel exterior looks good on your balcony or patio and is easy to clean too
- Stow and go—compact and space-efficient design makes this barbecue with collapsible stand easy to store and access for your next gathering

### *Colours*

- Black

### *Barbecue Specs*

- Power (watts and volts): 230v = 2200 Watts
- Cooking Grates Porcelain-enamelled cast iron
- Total Cooking Area 1562 cm<sup>2</sup>
- Max Barbecue Temperature: 315°C+
- Dimensions Lid Closed (cm): 94 H x 90 W x 48.5 D

- Dimensions Lid Open (cm): 130 H x 90 W x 61 D
- Cord Length: 1.8 m

## Lumin Compact Electric Barbecue

### *Product Description*

High on heat and big on versatility, this smaller version of Weber's Lumin\* electric barbecue takes urban outdoor barbecuing to new heights. This multifunction electric barbecue reaches temperatures over 315°C so sear-mark seekers can achieve high-quality searing, while smoke infusion further enhances that barbecue flavour guests crave. Speaking of satisfied guests, the Lumin Compact electric barbecue can keep food warm so everyone can easily serve themselves (and come back for seconds). Modern and convenient, Weber's new Lumin Compact electric barbecue is designed to suit both your taste and your outdoor space. \*LUMIN is a trademark of Weber-Stephen Products LLC and is the subject of pending registrations or applications in the United States and other countries.

### *Short Bullets*

- Reach really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep meals warm so guests can serve themselves
- Barbecue from frozen by thawing food while the barbecue preheats
- Store simply with compact and space-efficient design

### *Long Bullets*

- Create high-quality sear marks with an electric barbecue that reaches really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep food warm until it's ready to serve. Open the lid for buffet-style self-service.
- Barbecue from frozen with a steam system that thaws frozen foods, like steak and chicken, while your barbecue preheats. When it's ready, sear on the barbecuing side for easy weeknight meals.
- Clearly marked control knob makes it easy to access searing, steaming, smoking and warming modes
- Low-dome lid design helps cook flatter foods, like steak and fish, efficiently
- Front-access grease tray makes removal and cleanup a breeze
- Modern, porcelain-enamelled steel exterior looks good on your balcony or patio and is easy to clean too
- Stow and go—compact and space-efficient design makes this barbecue easy to store and access for your next gathering

### *Colours*

- Black
- Crimson

### *Barbecue Specs*

- Power (watts and volts): 230v = 2200 watts
- Cooking Grates Porcelain-enamelled cast iron
- Total Cooking Area 1166 cm<sup>2</sup>
- Max Barbecue Temperature: 315°C+
- Dimensions Lid Closed (cm): 27.9 H x 58.6 W x 41.2 D
- Dimensions Lid Open (cm): 57.2 H x 58.6 W x 46.2 D
- Cord Length: 1.8 m

## Lumin Compact Electric Barbecue with Stand

### *Product Description*

High on heat and big on versatility, this smaller version of Weber's Lumin\* electric barbecue takes urban outdoor barbecuing to new heights. This multifunction electric barbecue reaches temperatures over 315°C for high-quality searing, while smoke infusion further enhances that barbecue flavour guests crave. It can also keep food warm so everyone can serve themselves. The collapsible stand is easy to set up and provides added space and built-in tool hooks. Modern and convenient, Weber's new Lumin Compact electric barbecue with stand is designed to suit both your taste and your outdoor space. \*LUMIN is a trademark of Weber-Stephen Products LLC and is the subject of pending registrations or applications in the United States and other countries.

### *Short Bullets*

- Reach really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep meals warm so guests can serve themselves
- Barbecue from frozen by thawing food while the barbecue preheats
- Store and access compact barbecue and collapsible stand with ease

### *Long Bullets*

- Create high-quality sear marks with an electric barbecue that reaches really hot temperatures—over 315°C
- Sear, smoke, steam or boil with various cooking settings
- Keep food warm until it's ready to serve. Open the lid for buffet-style self-service.
- Barbecue from frozen with a steam system that thaws frozen foods, like steak and chicken, while your barbecue preheats. When it's ready, sear on the barbecuing side for easy weeknight meals.
- Clearly marked control knob makes it easy to access searing, steaming, smoking and warming modes
- Low-dome lid design helps cook flatter foods, like steak and fish, efficiently
- Front-access grease tray makes removal and cleanup a breeze
- Modern, porcelain-enamelled steel exterior looks good on your balcony or patio and is easy to clean too
- Stow and go—compact and space-efficient design makes this barbecue with collapsible stand easy to store and access for your next gathering

### *Colours*

- Black

### *Barbecue Specs*

- Power (watts and volts): 230v = 2200 watts
- Cooking Grates Porcelain-enamelled cast iron
- Total Cooking Area 1166 cm<sup>2</sup>
- Max Barbecue Temperature: 315°C+
- Dimensions Lid Closed (cm): 91 H x 73.5 W x 56 D
- Dimensions Lid Open (cm): 112 H x 73.5 W x 58.5 D
- Cord Length: 1.8 m