Trusted by Good Housekeeping Marketing Badge Usage Guidelines

As of June 1, 2026

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Phase 1 Overview

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Good Housekeeping
High Level Overview

- Background: Bosch research shows that having a 3rd party badge on products gives consumers confidence for the purchasing decision.
- Goal/Objective: **Obtain a 3rd party recognition/badge (Trust Mark) that can be used across the entire brand portfolio**
  - Seek 3rd party badging opportunities that offer high visibility both during brand & model online research and in-store shopping.
- Because GH believes in the Bosch brand, they approached Bosch to be the exclusive sponsor of the Good Housekeeping Innovation Kitchen located at the Hearst Tower in NYC. Bosch has signed a 3-year deal (2025 – 2028) to be the sponsor!
  - This exclusive partnership is more than just product placement—it's **a fully integrated program that puts Bosch at the intersection of consumer trust, editorial authority, and industry-leading performance.**
  - Sponsorship provides multiple benefits including testing, media, awareness, activations, editorial, POP, and so much more!
- For generations, Good Housekeeping has represented quality, performance and reliability in American homes. Built on a legacy of unwavering consumer trust, it is a name that is both recognized and respected.
- **Bosch and GH have collaborated to create a "Trusted by Good Housekeeping" badge that may be use on all Bosch appliances at the POS.**

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Trusted by Good Housekeeping Badge Usage
POP and Digital

POP Badge

- Approved for usage on all Bosch Appliances
- Please see slides 5 – 8 for examples of approved placement
- All POP needs to be ordered from the online ordering system Direct Edge

Digital Badge

- Digital badge has been approved for use on website home pages and main product category pages.
- Digital badge maybe used on its own or overlayed on an image.
- When including copy, it's highly RECOMMENDED to use approved verbiage for quicker approvals. Please see slides 9 – 15 for examples and EXACT approved copy that has been approved by Good Housekeeping.
- Digital assets are available for download in Image Relay
- All digital creative usage must be mocked-up and run by GH for reviews and approvals – NO EXCEPTIONS.

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Trusted by Good Housekeeping POP

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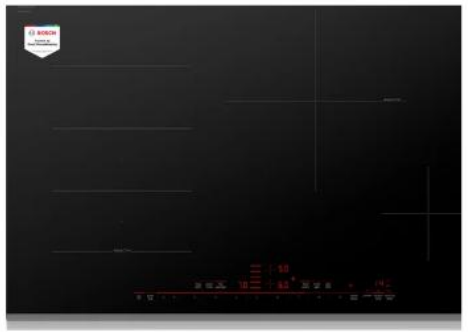
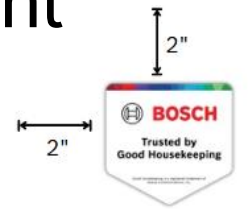
Trusted By Good Housekeeping Badge Placement

Badge Visual Reference





Instruction sheet can be found here: https://bosch.imagerelay.com/share/f2e8cce42298406b81333998779a1f45

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Trusted By Good Housekeeping Badge Placement

Instruction sheet can be found here: https://bosch.imagerelay.com/share/f2e8cce4229840bb81333998779a1f45

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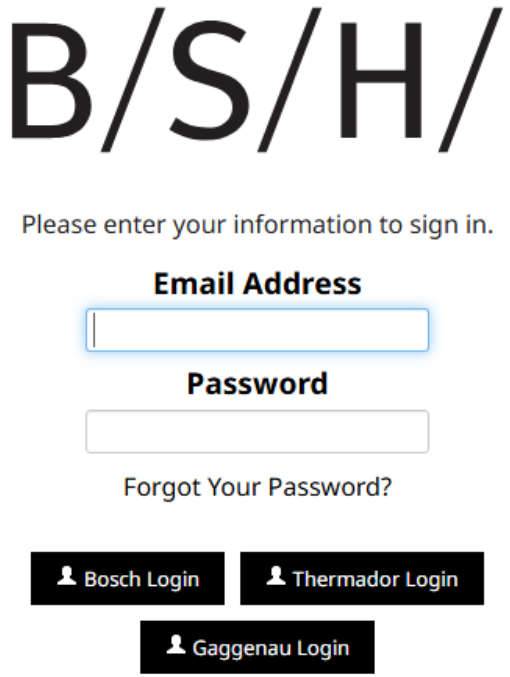
POP Ordering Process



Select inventory of Trusted by GH Badges will be available at https://bsh.directedgeprint.com starting June 11th. We will continue to have inventory updates throughout the month of June.

Please reach out to Krystal.Buffington@bshg.com if you have trouble securing an order that covers your accounts.

NA coverage will be distributed directly to AMS via a distro list - no action is needed on their part.

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Instruction sheet can be found here: https://bosch.imagerelay.com/share/f2e8cce42298406b81333998779a1f45

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Approved Digital/Web Content for Badge Usage

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Trusted by Good Housekeeping
Language that is NOT ALLOWED

- Referring to the *Trusted by Good Housekeeping* badge as an “endorsement”, “seal”, “award” or something that was “won” is NOT ALLOWED.
- *Trusted by Good Housekeeping* is a marketing tagline that highlights our partnership with Good Housekeeping and their trust in the Bosch brand; ultimately supporting consumer confidence and influencing purchase decisions.

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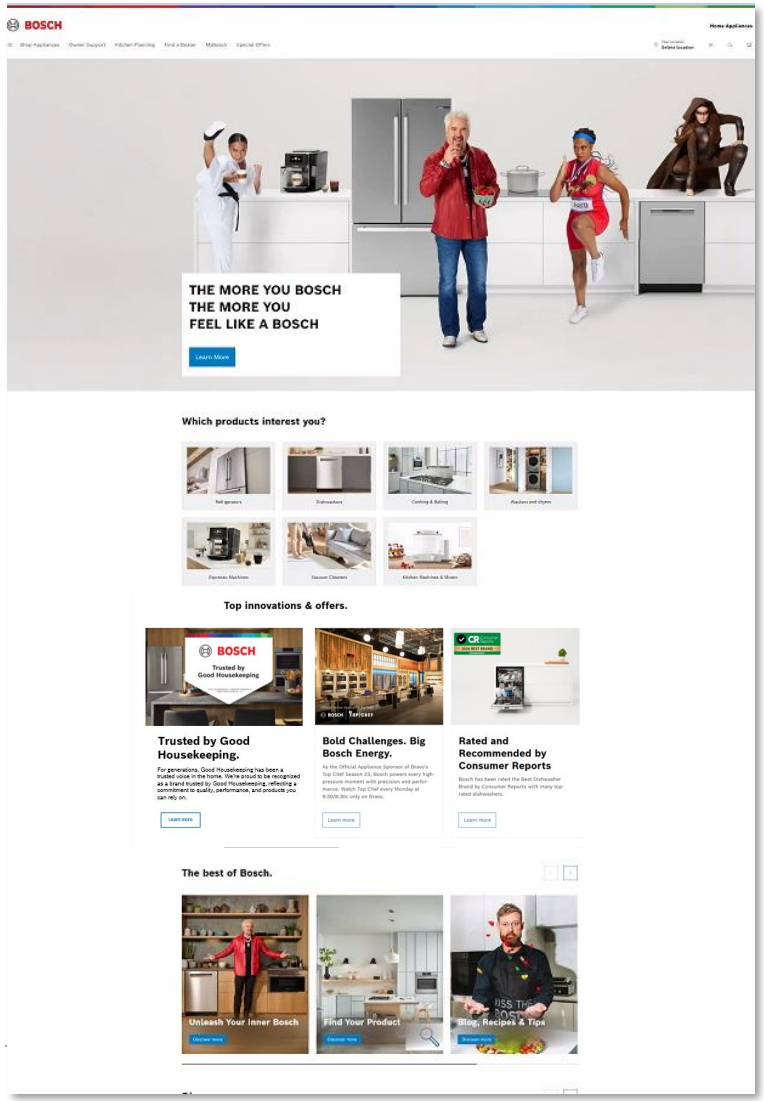
https://www.bosch-home.com/us/en

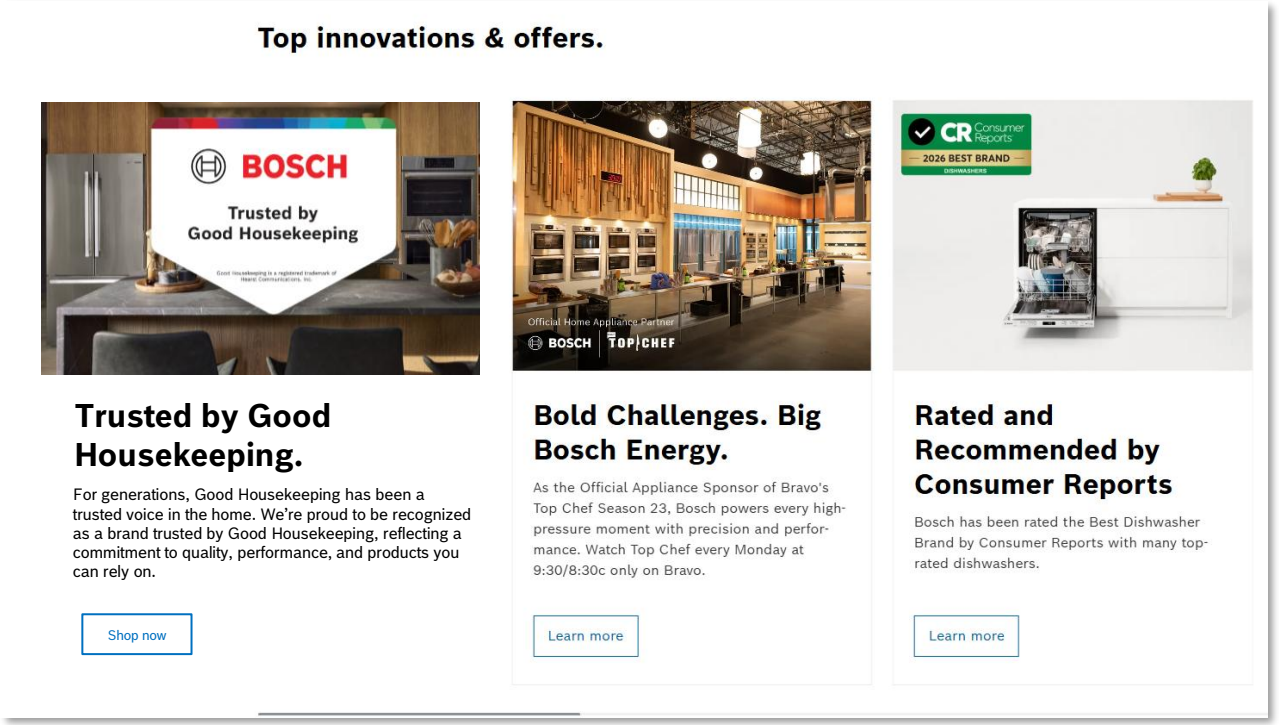
Home Page



Approved Copy:

Trusted by Good Housekeeping.

For generations, Good Housekeeping has been a trusted voice in the home. We're proud to be recognized as a brand trusted by Good Housekeeping, reflecting a commitment to quality, performance, and products you can rely on.



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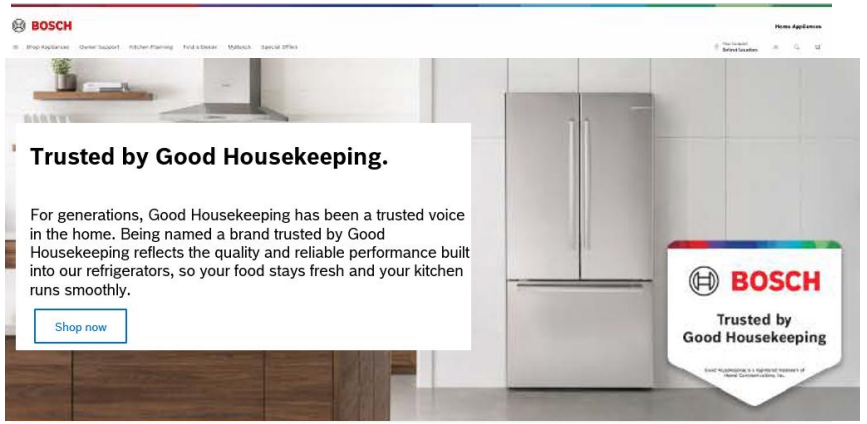
https://www.bosch-home.com/us/en/category-page/refrigerators

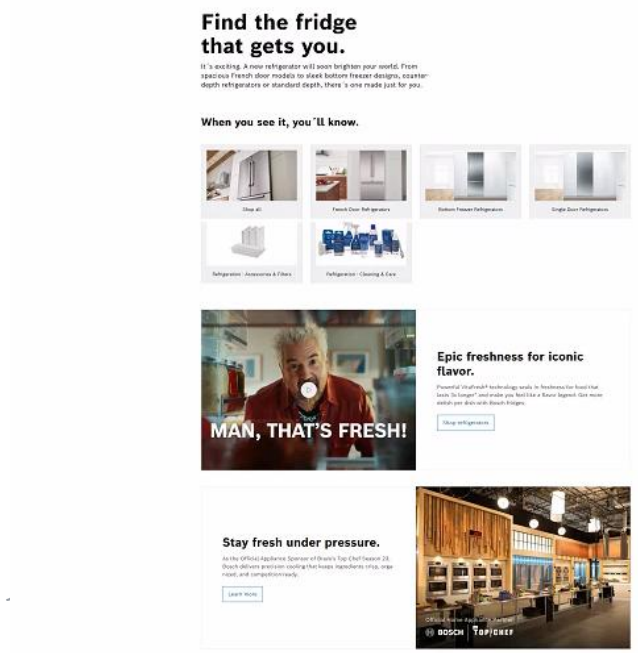
Refrigerators Category Page – Hero Banner

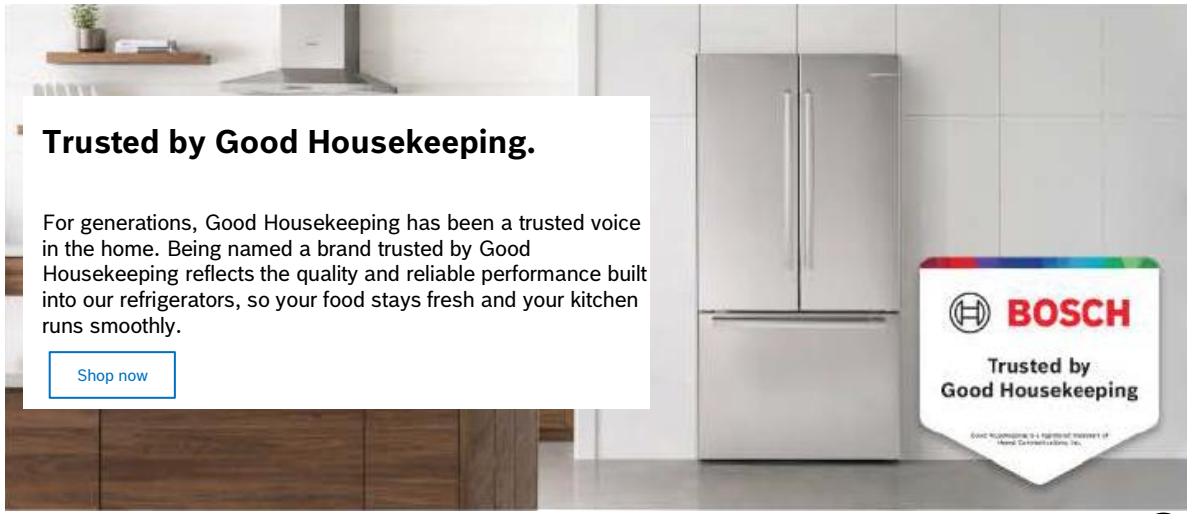


Approved Copy:

Trusted by Good Housekeeping.

For generations, Good Housekeeping has been a trusted voice in the home. Being named a brand trusted by Good Housekeeping reflects the quality and reliable performance built into our refrigerators, so your food stays fresh and your kitchen runs smoothly.





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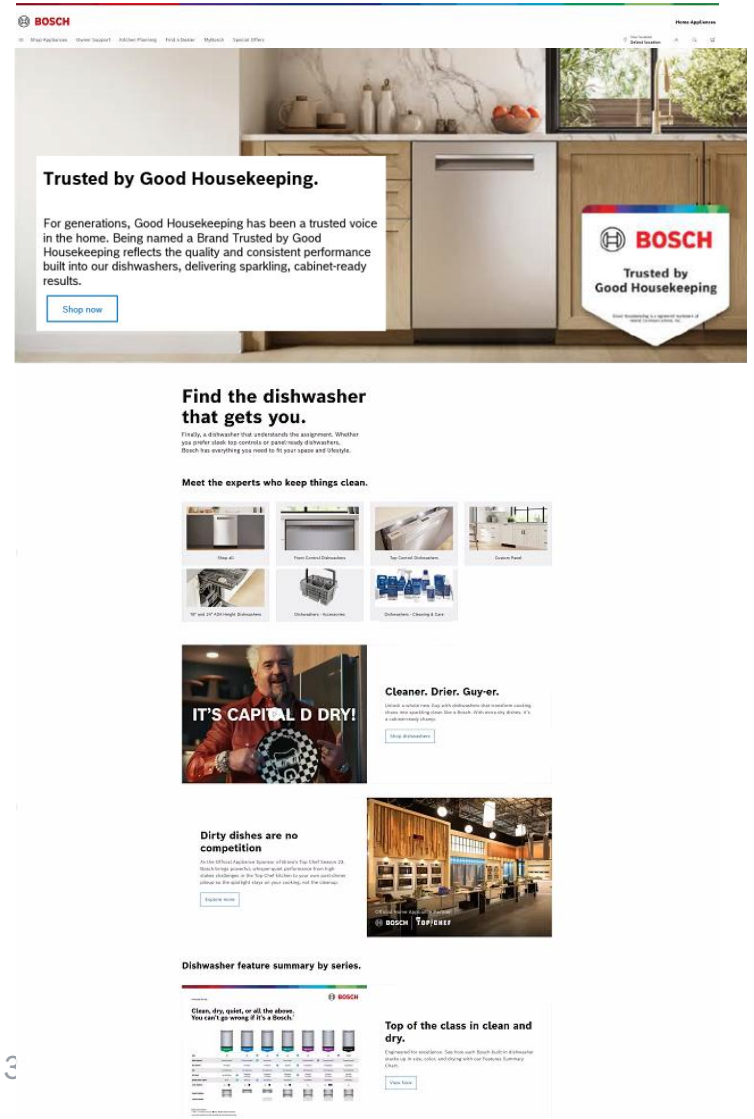
https://www.bosch-home.com/us/en/category-page/dishwashers

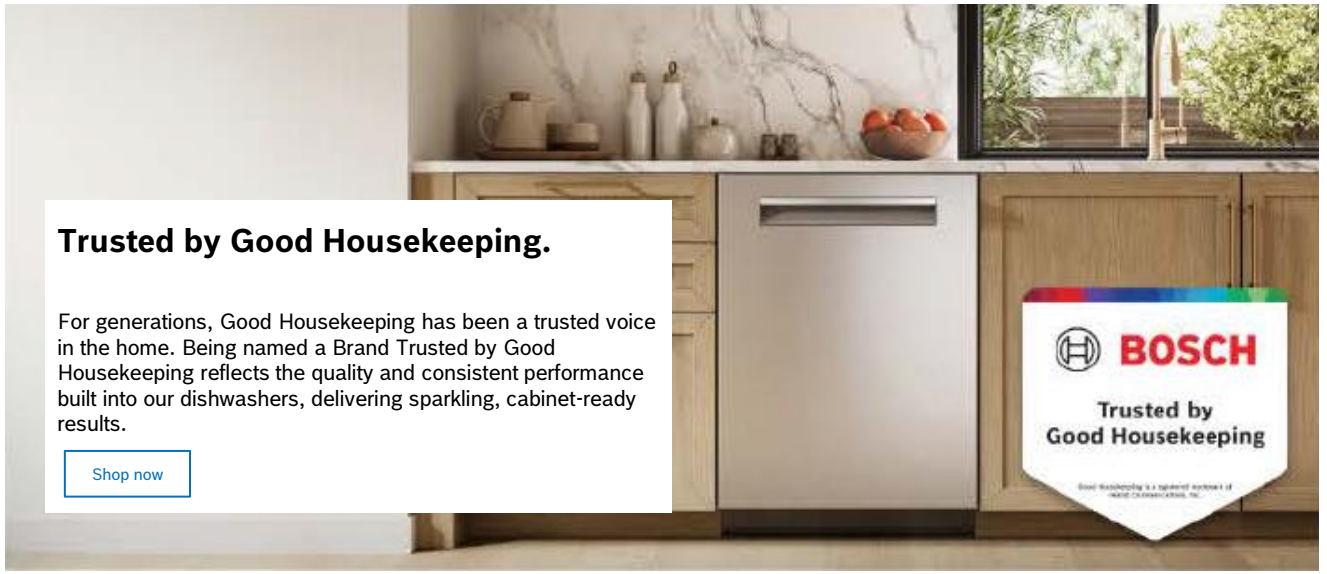
Dishwashers Category Page – Hero Banner



Approved Copy:

Trusted by Good Housekeeping.

For generations, Good Housekeeping has been a trusted voice in the home. Being named a Brand Trusted by Good Housekeeping reflects the quality and consistent performance built into our dishwashers, delivering sparkling, cabinet-ready results.



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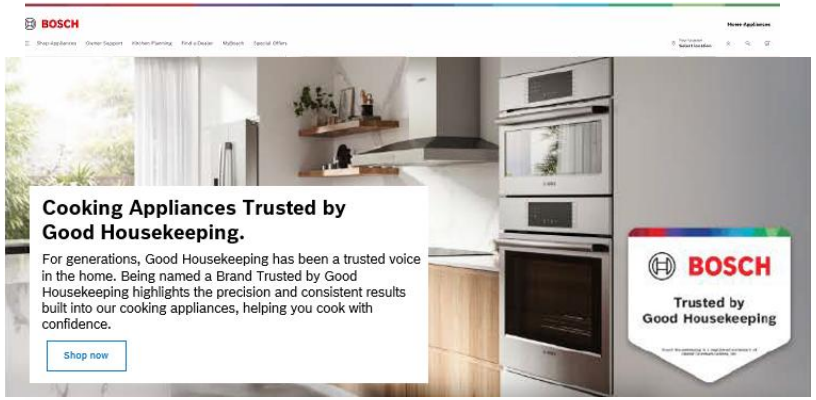
https://www.bosch-home.com/us/en/category-page/cooking-baking

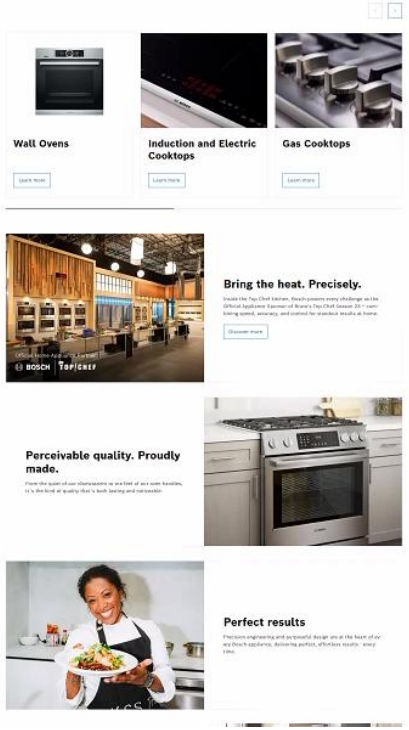
Cooking Category Page – Hero Banner

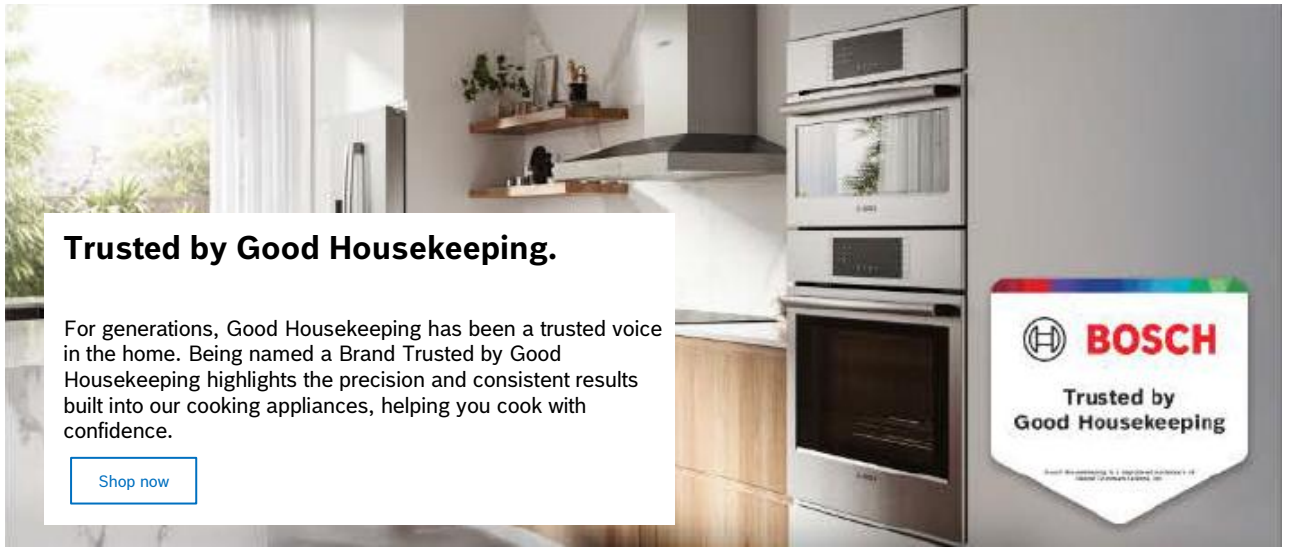


Approved Copy:

Trusted by Good Housekeeping.

For generations, Good Housekeeping has been a trusted voice in the home. Being named a Brand Trusted by Good Housekeeping highlights the precision and consistent results built into our cooking appliances, helping you cook with confidence.





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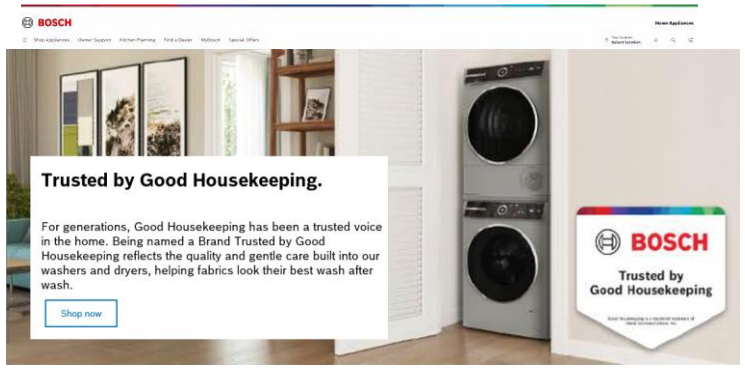
https://www.bosch-home.com/us/en/category-page/washers-and-dryers

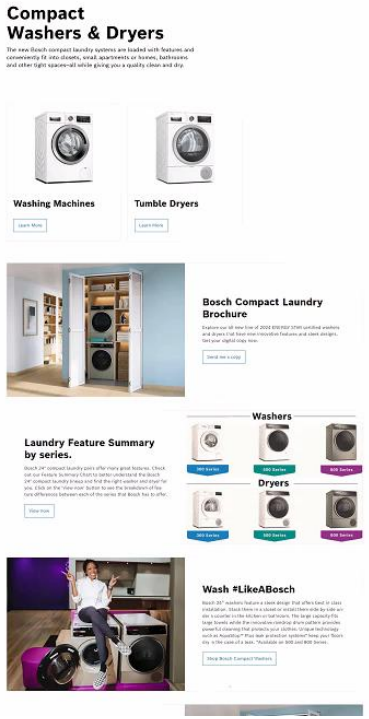
Laundry Category Page – Hero Banner

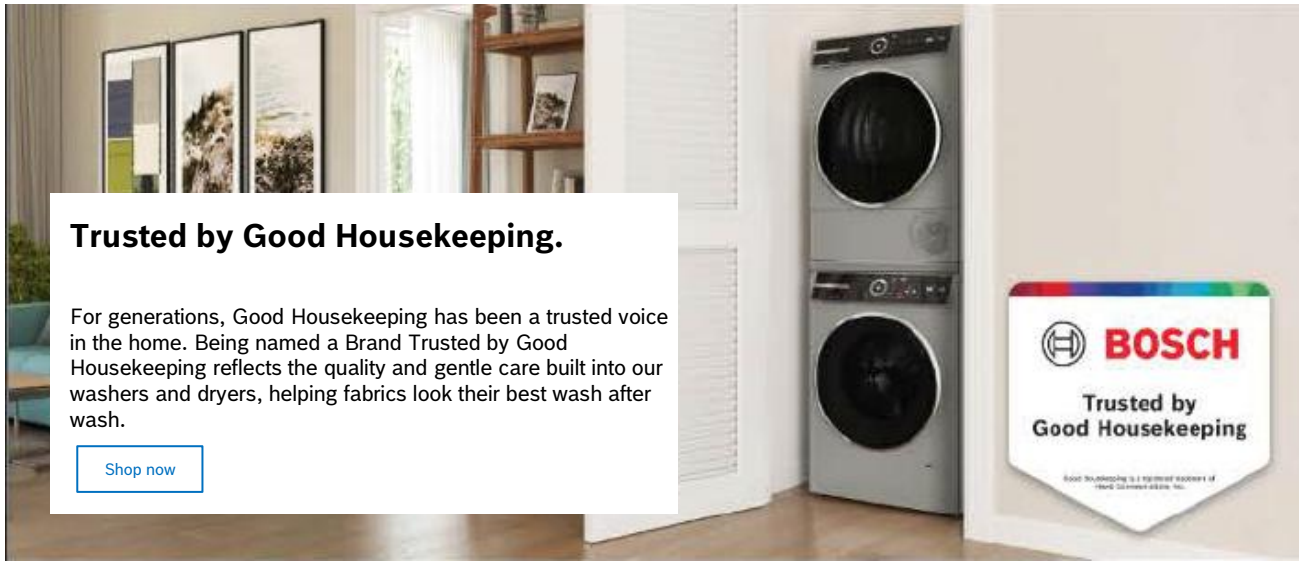


Approved Copy:

Trusted by Good Housekeeping.

For generations, Good Housekeeping has been a trusted voice in the home. Being named a Brand Trusted by Good Housekeeping reflects the quality and gentle care built into our washers and dryers, helping fabrics look their best wash after wash.





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Phase 2

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Good Housekeeping Seal

- More exciting stuff is in the works!
- The testing experts at Good Housekeeping are **testing select Bosch appliances** for the Good Housekeeping Seal of approval!
- We will be sharing additional information and the usage guidelines soon!

Stay tuned!!!!!

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Thank you!

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