



## Image captions and credits

Use the approved caption that best matches the image supplied. Replace any wording in square brackets before publication.

| ASSET                                       | APPROVED CAPTION                                                                                                                                                             | CREDIT                          |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| <b>Every Install logo</b>                   | Every Install is a support and education platform created for kitchen, bathroom, bedroom and fitted-interior installers.                                                     | Every Install / Every Trade Pro |
| <b>Every Trade Pro logo</b>                 | Every Trade Pro is the parent company behind Every Install and has a long-term vision to create dedicated support platforms for skilled trades.                              | Every Trade Pro                 |
| <b>Founder portrait</b>                     | Mark Conacher, founder of Every Install and Every Trade Pro.                                                                                                                 | Courtesy of Every Trade Pro     |
| <b>Founder industry image</b>               | Mark Conacher, a former installer and installation business owner, created Every Install from more than 40 years in the trades and over 30 years in the KBB industry.        | Courtesy of Every Trade Pro     |
| <b>Homepage screenshot</b>                  | Every Install brings practical business support, tools, industry content, apprenticeship information, opportunities and access to trusted specialists together in one place. | Every Install                   |
| <b>Member area screenshot</b>               | The Every Install member area gives installers access to learning, practical action guides, tools, planners and a growing resource library.                                  | Every Install                   |
| <b>The Installer Business Pathway image</b> | The Installation Business Pathway is a trilogy of courses designed to help installers build a stronger installation business.                                                | Every Install                   |

### CREDIT AND USAGE NOTES

- Logos are supplied for editorial use. Do not recolour, stretch, distort, rotate or place them over a busy background.
- Web: [everytrade.pro](http://everytrade.pro)
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