Consumer Reports FDBM Licensing Usage Guidelines

August 15, 2026 – August 15, 2027

BOSCH

CR FDBM License
High Level Overview

As an unbiased, independent 3rd party organization, consumers trust Consumer Reports for ratings & reviews on the products & services they use everyday.

- Current license: August 15, 2026 – August 15, 2027
- Region: North America – U.S. & Canada
- Licensed elements:
  - Best French Door Refrigerator Brand of 2026 (can only be used with multiple non-specific FDBM skus in pre-approved creative layouts. Cannot be used on individual specific FDBM skus.)

- All creative usage must be mocked-up and run by CR for review and approvals – NO EXCEPTIONS

Internal | Brand Manager, Bosch | 2023-10-10
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CR Best FDBM Brand

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Best FDBM Brand Article

Bosch has been named “The Best French Door Refrigerator Brand” by CR

https://reprints.theygsgroup.com/cr/reprints/BestBrand_FrenchDoorRefrigerators_2026.pdf

Click below to view the Bosch CR Recommended French Door Refrigerator Model

Bosch B36FD3NSNS

CR Consumer Reports

Best Refrigerator Brands of 2026- French Door

Who makes the best refrigerators? GE? LG? Whirlpool? CR's lab, survey, and pricing data show that the answer depends on the type.

By Daniel Wroclawski
May 13, 2026

Best French-Door Refrigerator Brands

Bosch B36CD52SNS

LG LF25H6330S

GE GNE25JYKFS

How to Use Consumer Reports to Find the Perfect Refrigerator

How CR Tests Refrigerators

View Full Consumer Reports Best Refrigerator Brands of 2026 article

Use of the above logo, must link to PDF of full article and can only be used on licensed CR Recommended skus or in pre-approved creative layouts.

Usage Rights

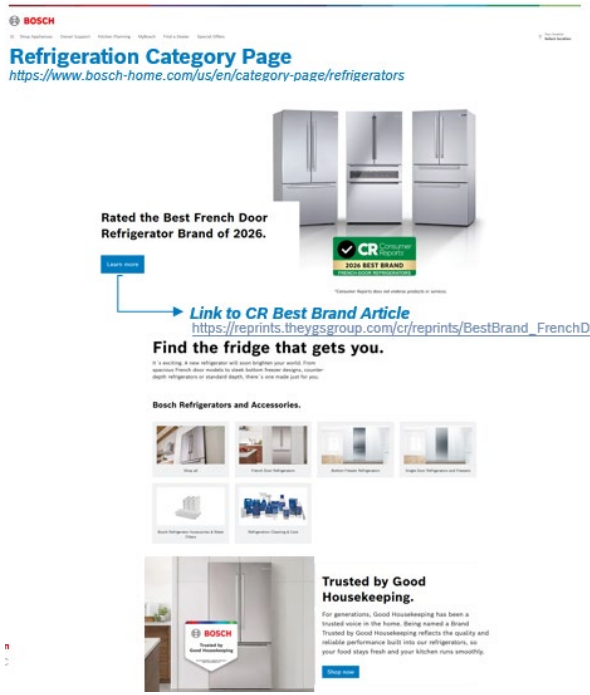
- Bosch website
- Digital retail website (Main Fridge category page only. See examples on following slides)
- In Store Display (Across multiple refrigerators. See examples on following slides)

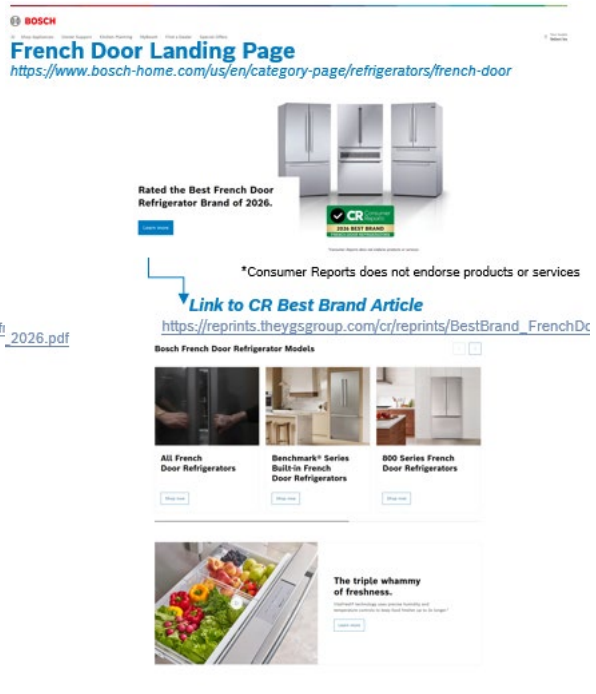
Internal | BSH RNA/MK-BPB | 2024-12-13
$mdCopyright

CR Best Brand License Digital DO's & DON'Ts

All Dealers & Retailers

- For all dealers & retailers, you are only allowed to use the Digital Best Brand French Door Refrigerators badge in limited instances.
- Best Brand badge may be used on main category refrigerator or French Door refrigerator pages ONLY and must show multiple (minimum of 2 – 3) French Door refrigerators. Use of the badge must link back to the Best Brand article. Please see Bosch website examples below.
- Best Brand badge MAY NOT be used on any single refrigerator image or product detail page carousel.





CR Best Brand License POS DO’s & DON’Ts

All Dealers & Retailers

- For all dealers & retailers, you are only allowed to use the Best Brand French Door Refrigerators POS in limited instances.
- Best Brand POS poster or table tents must be used across multiple (minimum of 2) French Door refrigerators. Use of the badge must link back to the Best Brand article. Please see Bosch layout examples below.
- Best Brand badge MAY NOT be used on any single refrigerator at the POS

Internal | Brand Manager, Bosch | 2023-10-10
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CR Creative Example Mock-ups

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Bosch Home Page

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

Link to CR Best Brand Article

https://reprints.theygsgroup.com/cr/reprints/BestBrand_FrenchDoorRefrigerators_2026.pdf

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CR Fridge License
Category Page + Fridge Feature Landing Pages

Masthead/Hero Banner

Link to CR Best Brand Article

https://reprints.theygsgroup.com/cr/reprints/BestBrand_FrenchDoorRefrigerators_2026.pdf

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CR Fridge License

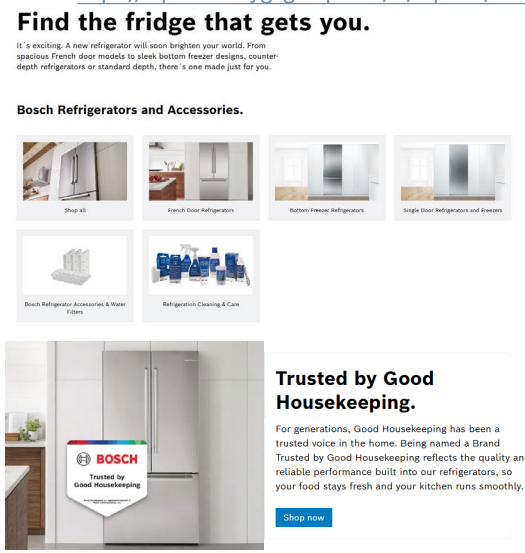
Banner Examples – Fridge Category + French Door Pages

Refrigeration Category Page

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

Link to CR Best Brand Article

https://reprints.theygsgroup.com/cr/reprints/BestBrand_FrenchDoorRefrigerators_2026.pdf



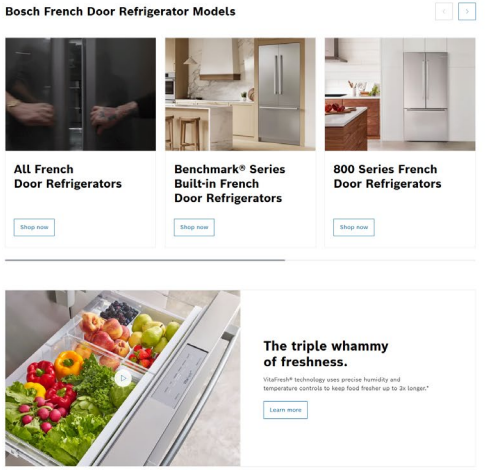
French Door Landing Page

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

*Consumer Reports does not endorse products or services

Link to CR Best Brand Article

https://reprints.theygsgroup.com/cr/reprints/BestBrand_FrenchDoorRefrigerators_2026.pdf



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CR FDBM POS

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CR FDBM License
CR FDBM POS

- CR FDBM POS will be available to order in Sept/Oct 2026.
- Krystal Buffington will send out more details in Salescomm when materials are available.

Digital Creative Banners

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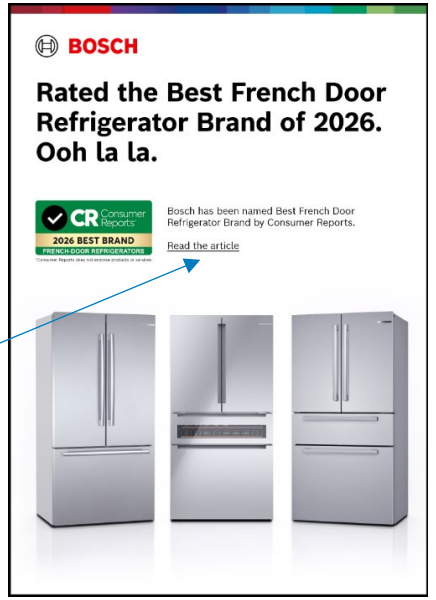
Digital Creative Banners



When clicked link will go to CR Best Brand article

Requirements:

- Can be used on Main refrigerator/French Door category page and must link to Best Brand article.
- If used as a stand-alone banner, must link to Best Brand article
- CANNOT be used on any single sku product detail page