PODS Container Brand Standards

5/29/2026

Confidential and proprietary

Purpose

This deck is intended to provide guidance on what qualifies, and what does not qualify, as an acceptable PODS container for customer rental.

About Container Brand Standards

PODS containers serve as highly visible representations of our brand and should consistently reflect our quality, integrity, and values.

Our container brand standards are designed to eliminate subjectivity when determining whether a PODS-branded container should be removed from service for repair. These standards focus on the core elements of the customer experience, including:

- **Security and weather resistance** – Are the customer's belongings safe and protected from the elements?
- **Usability and safety** – Can customers and their families use the container confidently without risk of injury?
- **Cleanliness** – Does the container's appearance inspire confidence that PODS cares for their belongings and delivers a superior moving and storage experience?

> **Does the container meet your standards? Would you trust it with your most important belongings, or those of a loved one?**

Container Brand Standards Definitions

Two categories have been defined to guide container brand standards:

- **Acceptable** – Containers in good condition, with no wear or only minor imperfections.

- **Unacceptable** – Containers with excessive wear or damage, or clear misuse of branding. These do not meet brand standards and require prompt remediation.

Attainable Brand Standards

The containers featured in this deck have prior rental histories and are intended to set a realistic, achievable standard. Each reflects consistent inspections and a level of care that ensures they appropriately represent our brand.

While the examples shown are mostly 16-foot containers, these same standards and expectations apply across all container sizes in our fleet.

Brand standard inspections are a key component of the Internal Audit program. All rented containers must meet the criteria outlined in this deck.

If any of the areas detailed on the following slides fall below acceptable brand standards, the container must be taken out of service.

For guidance on proper repair practices and procedures, please refer to the Operations Manuals.

Container Conditions

Door (Roll & Swing)

ACCEPTABLE CONDITION



UNACCEPTABLE CONDITION



Latch

ACCEPTABLE CONDITION



UNACCEPTABLE CONDITION



Floor

ACCEPTABLE CONDITION



UNACCEPTABLE CONDITION



Interior Panels

ACCEPTABLE CONDITION

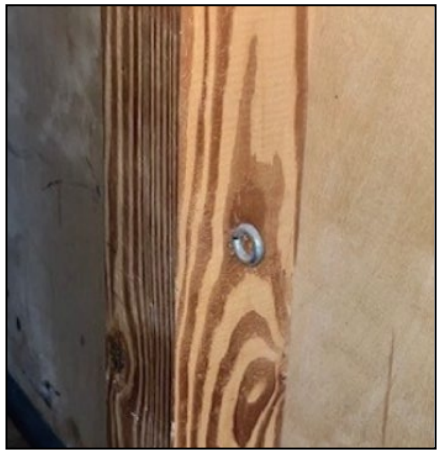


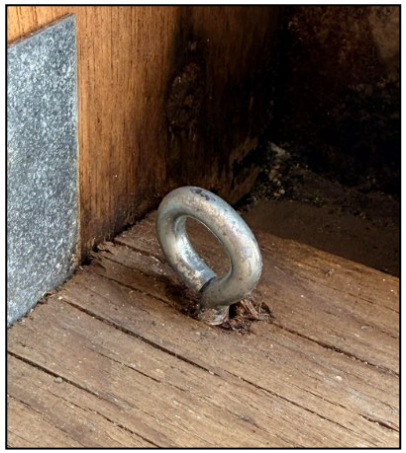
UNACCEPTABLE CONDITION



Tie-Down Rings

TRADITIONAL CONTAINER





Maximum quantity of 4” eye screws is two (2) for all container sizes, as these are mounted in the floor closest to the door. The 4” measurement refers to the mounting length.

The maximum quantity of 1” eye screws, which are mounted on the vertical posts, is as follows. The 1” measurement refers to the mounting length:

- 16-foot container: 18
- 12-foot container: 12
- 8-foot container: 10

GEN 6 CONTAINER



Maximum quantity of “D” rings is as follows:

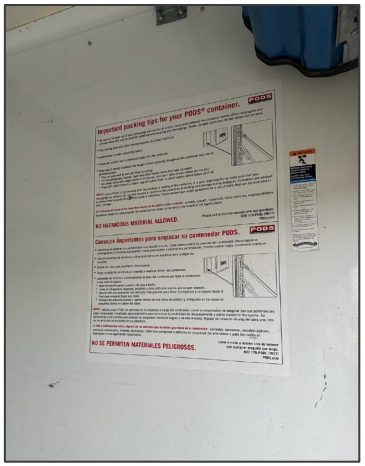
- 16-foot container: 21
- 8-foot container: 9

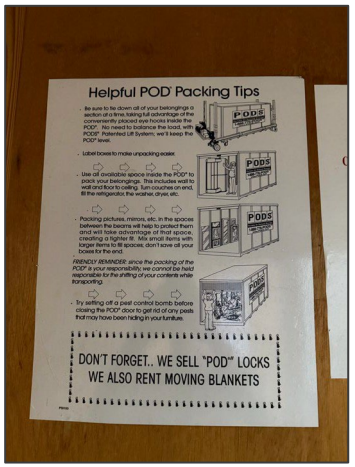
Interior Decals

ACCEPTABLE CONDITION

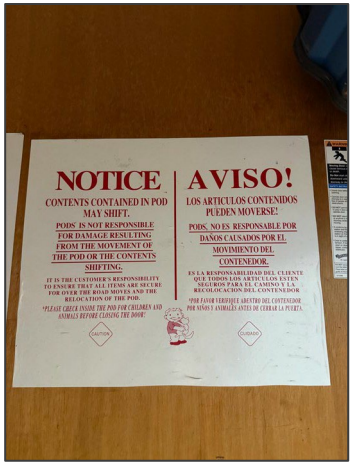


UNACCEPTABLE CONDITION









Odor

ACCEPTABLE CONDITION

- Mild, temporary odors consistent with normal container use
- Light wood or manufacturing odors from container materials
- Faint musty smell that dissipates quickly when doors are opened
- Mild outdoor/environmental odors from weather exposure
- Temporary odors from prior non-hazardous household goods that are not overpowering
- Odors that do not transfer to customer belongings
- Odors that can be resolved through standard cleaning and ventilation

UNACCEPTABLE CONDITION

- Strong, persistent odors that remain after ventilation
- Mold or mildew odors
- Smoke odors, including cigarette or cigar smoke
- Chemical, fuel, paint, or solvent odors
- Pet urine or animal-related odors
- Trash, food, or decomposition odors
- Sewage or biological odors
- Odors caused by water intrusion or contamination
- Any odor that could reasonably damage or transfer to customer belongings

General Exterior

ACCEPTABLE CONDITION



Little to no signs of prior use

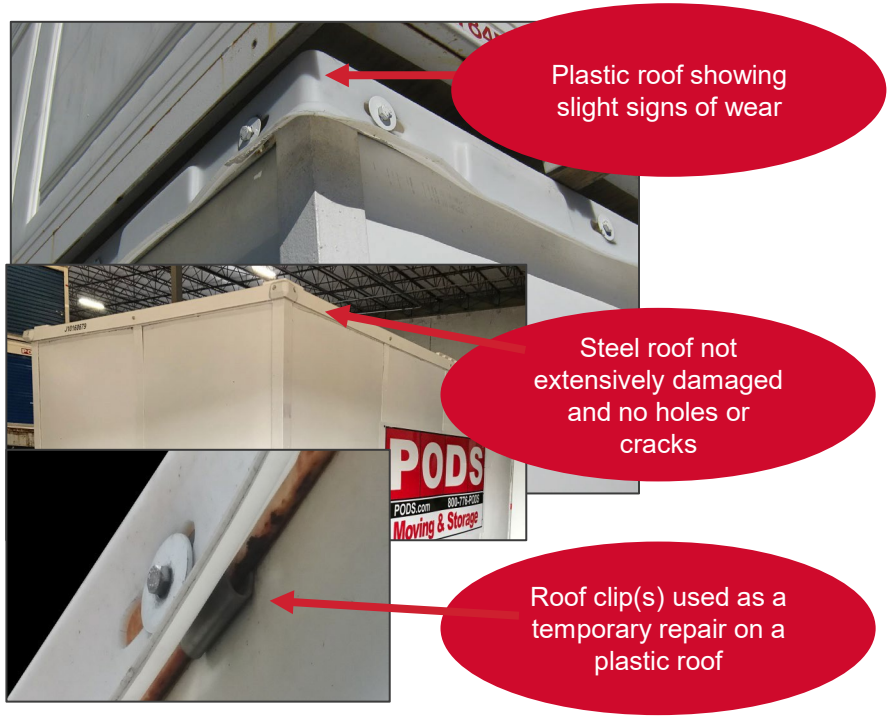
UNACCEPTABLE CONDITION



Excessively dirty or dusty, vegetation present

Roof

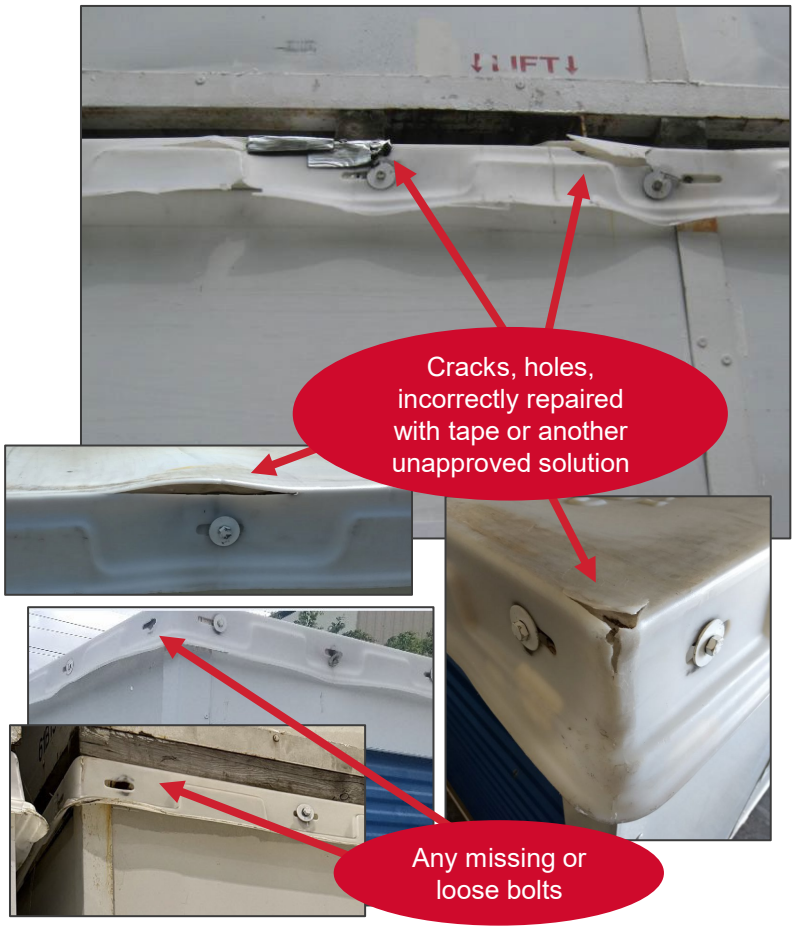
ACCEPTABLE CONDITION



Container should not exceed:

- More than 4 roof clips per container
- More than 2 roof clips per side of container

UNACCEPTABLE CONDITION

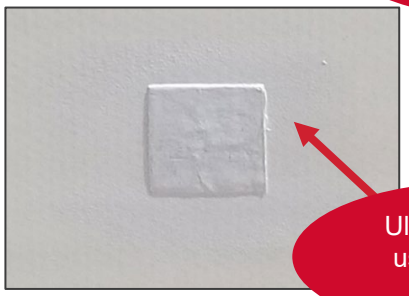


Exterior Panels

ACCEPTABLE CONDITION



Aluminum patch is properly installed using adhesive sheet on traditional containers and level in appearance



Ultraviolet patch used on Gen 6 containers

UNACCEPTABLE CONDITION



Poor quality, incorrectly applied, and excessive patch usage

Cracked, broken, or dry rot

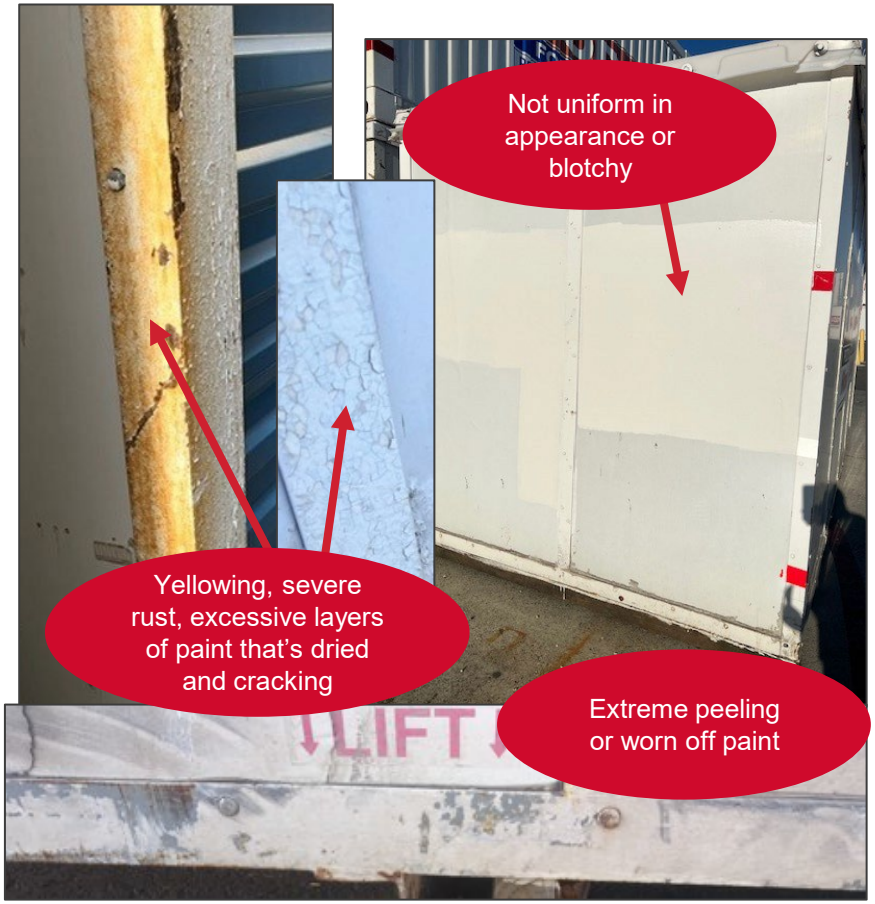
Paint

ACCEPTABLE CONDITION



Slight rust and/or fading, light wear, container uniform in appearance and not blotchy

UNACCEPTABLE CONDITION



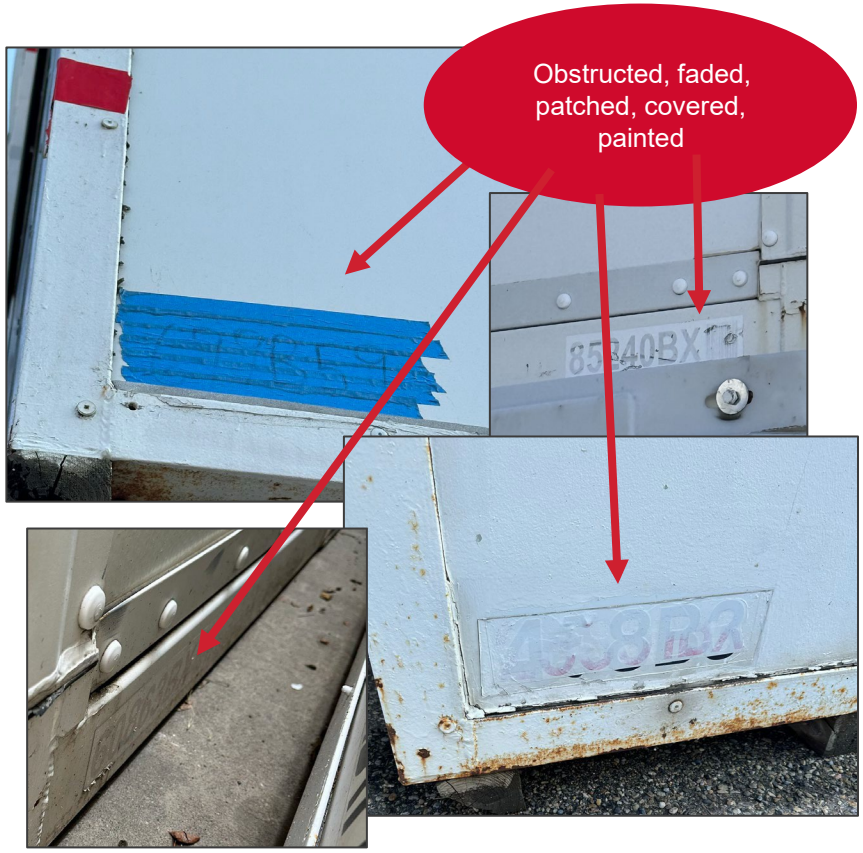
For more information on painting, see slides 28-32.

Container Number

ACCEPTABLE CONDITION

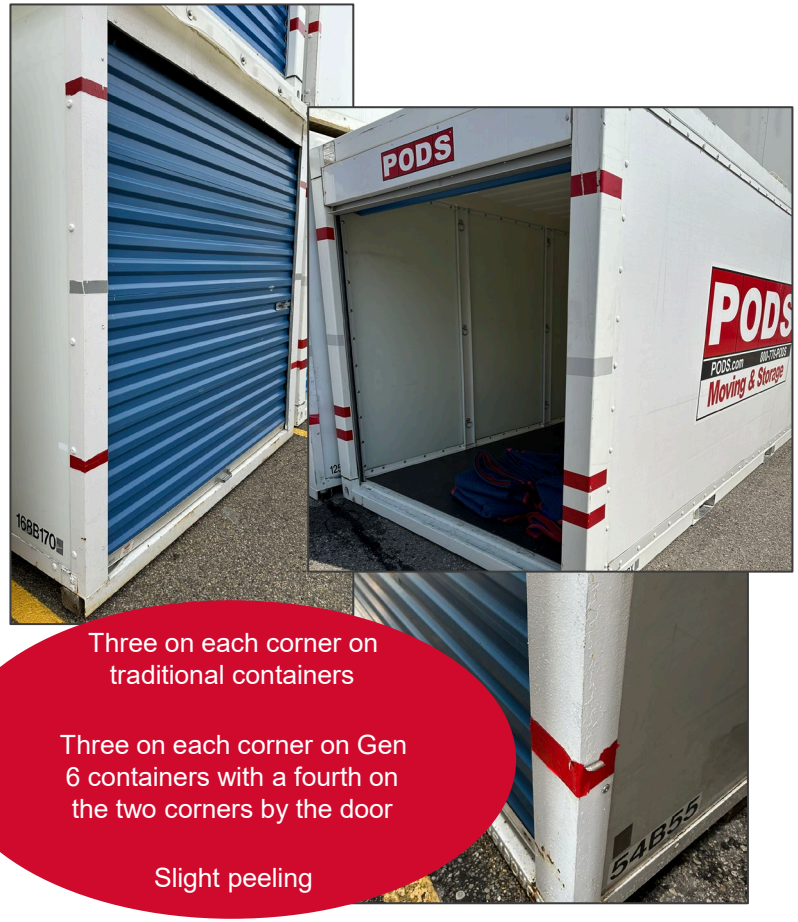


UNACCEPTABLE CONDITION



Reflective Tape

ACCEPTABLE CONDITION

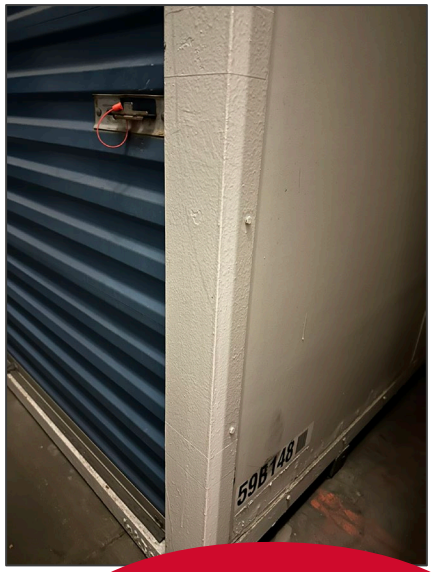


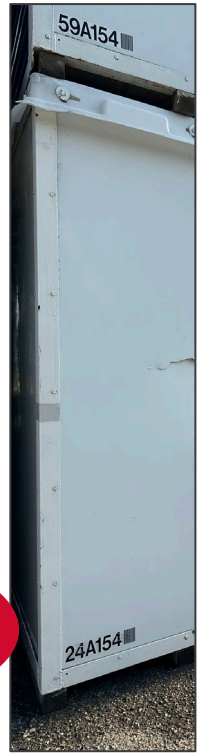
Three on each corner on traditional containers

Three on each corner on Gen 6 containers with a fourth on the two corners by the door

Slight peeling

UNACCEPTABLE CONDITION





Missing, covered, or painted

Residential Container Exterior Signage

ACCEPTABLE CONDITION

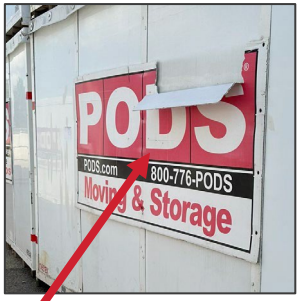


Slight wear or fading



UNACCEPTABLE CONDITION





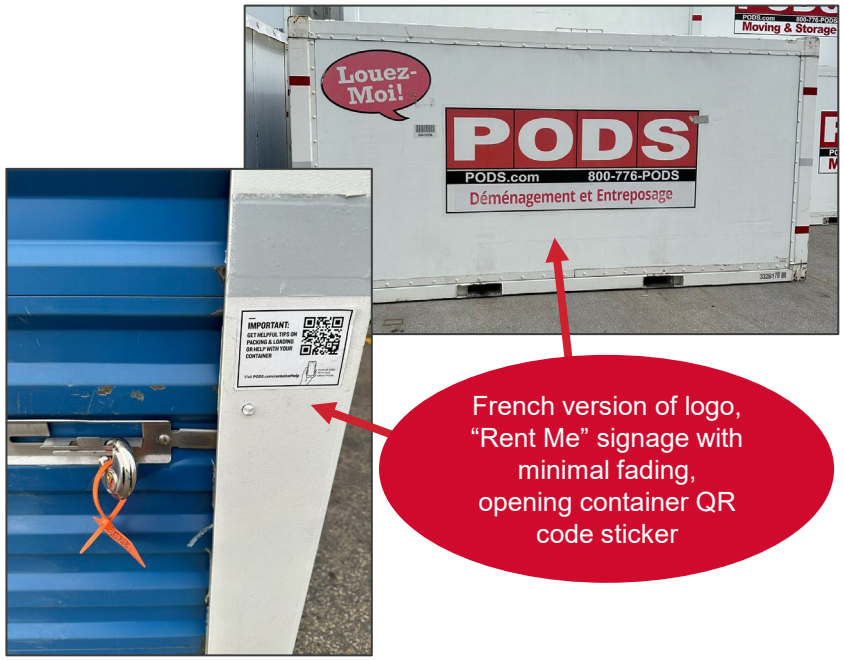
Torn, severely faded, missing, patched, graffitied, other noticeable markings





Other Exterior Signage

ACCEPTABLE CONDITION



French version of logo, “Rent Me” signage with minimal fading, opening container QR code sticker

UNACCEPTABLE CONDITION



“Portable On Demand Storage” signage, “as low as” or “starting at” signage, unauthorized decals, and faded “Rent Me” signage

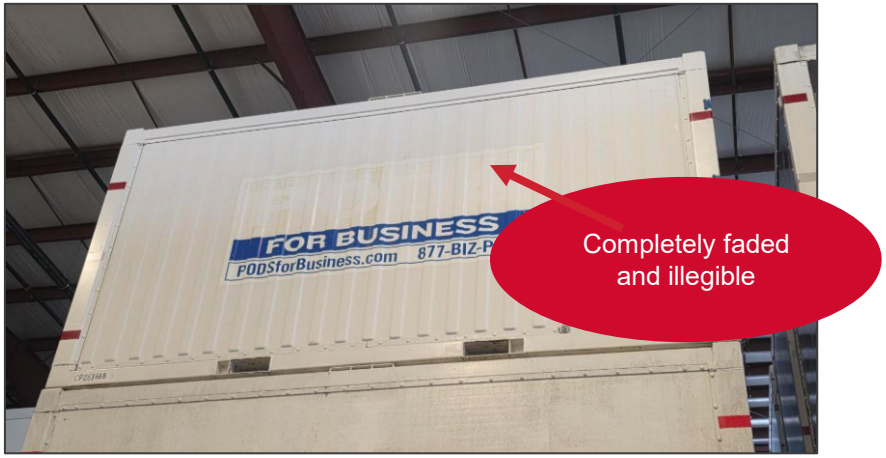
Commercial (CP2) Container Exterior Signage

ACCEPTABLE CONDITION



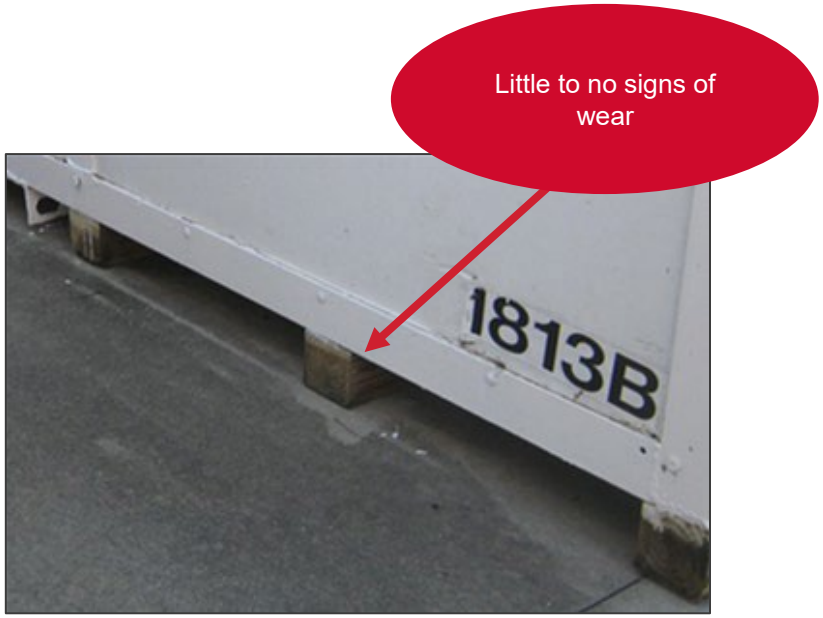
Due to the corrugated texture on the side panels, CP2 decals are particularly challenging to replace. Slightly faded signs on CP2 containers do not need to be replaced.

UNACCEPTABLE CONDITION



Skids on Traditional Containers

ACCEPTABLE CONDITION



UNACCEPTABLE CONDITION





Skid Pads on Gen 6 Containers

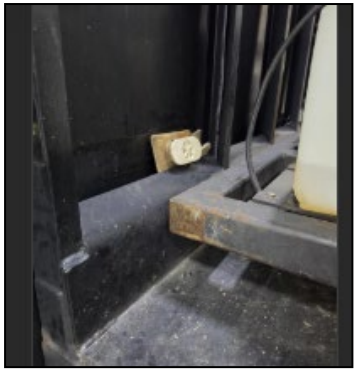
ACCEPTABLE CONDITION





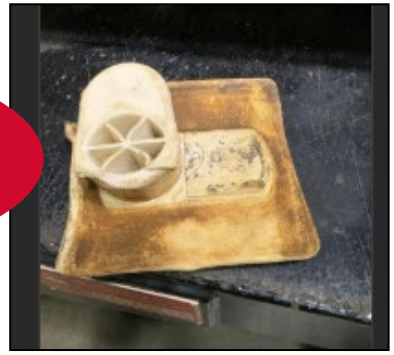
Secured using approved adhesive sealant on all four corners

UNACCEPTABLE CONDITION



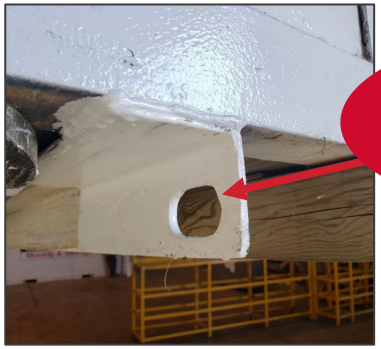


Missing, loose, or excessive dirt/debris



Tie-Down Plates

ACCEPTABLE CONDITION



Securely attached

Connection hole is structurally sound and without excessive rust





UNACCEPTABLE CONDITION



Bent, unsafe, excessive rust, not structurally sound

An unsafe tie-down plate can pose a risk to both our associates and customers. Extra care should be taken.

Graffiti and Non-PODS Signage

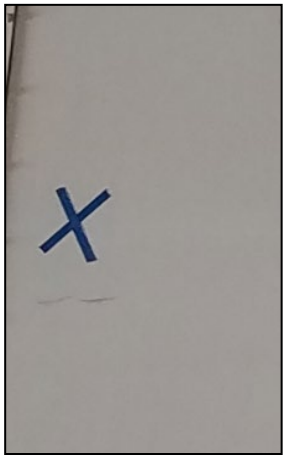
UNACCEPTABLE CONDITION

If a container has graffiti of any kind, unauthorized signage, posters, fliers, blue tape in the form of an “X” identifying an unevenly loaded container or heavy end, or empty plastic permit sleeves, it must be taken out of service immediately.

All unauthorized materials, markings, tape, and permit sleeves must be fully removed before the container can be returned to service.











Foldable Containers

UNACCEPTABLE CONDITION

Foldable containers are no longer approved for customer use under any condition. Any remaining units in inventory should not be rented.





Paint or Power Wash?

Traditional Containers

PAINT



A traditional container requiring a full repaint due to stained panels, visible patching, and a weathered outer aluminum surface.

POWER WASH



Traditional containers do not require repainting when completing roof repairs or other improvements, provided the panels remain white (not faded or grey). In these cases, a simple wash is sufficient.

Gen 6 Containers

PAINT



Example of a Gen 6 container with improperly applied patches that should be replaced prior to repainting.

POWER WASH



Example of Gen 6 container that does not require repainting. This unit can be restored with pressure washing, thorough cleaning, and updated signage.

Replacing Panels and Painting

Replacing Panels and Painting

REPLACE PANEL & PAINT



The entire container should be repainted after a panel replacement. However, if the container was repainted recently, additional repainting may not be necessary.

PAINT



Entire container must be repainted due to weathering.