

Lenzing E-Branding Service

how
to get...

- ___ a LENZING CERTIFICATION for fabric producers
- ___ a MARKETING LICENSE for all partners
- ___ a PRODUCT LICENSE for fabric producers, garment makers, brand owners and retailers
- ___ SWING TICKETS OR STICKERS for brand owners and retailers
- ___ the LENZING BRANDING GUIDELINES for download



Registration for users of the Lenzing E-Branding Service

NEEDED ACTIONS

- Register at <https://brandingservice.lenzing.com> with a Single User Account.
- Follow the instructions and complete the online form.
- **Create a Multi User Account if you want to nominate further departments or external partners to act on your behalf within the Lenzing E-Branding Service.**

OUTCOME

The registration will be reviewed and approved or rejected within 2-4 working days. Upon approval you can manage your account details and download the Lenzing Branding Guidelines.

Get a Lenzing Certification for fabric producers

NEEDED ACTIONS

- Fill out and submit the online application form. Please fill out all information in Latin letters.
- Print the sample accompanying letter and send it together with the sample to the specified regional address.
- Lenzing will carry out internally agreed test methods and verify that the product composition meets the requirements of the Lenzing Certification Standards.

OUTCOME

A Certification Confirmation Letter will be sent to the e-mail address specified in your registration within approximately 14 working days after receipt of your sample.

The Lenzing Certification Number is mandatory for obtaining a Product License and ordering Swing Tickets and Stickers. Lenzing Brand / Branded Offers may only be used on products based on Lenzing Certified Materials.

Get a Product License for fabric producers, garment makers, brand owners and retailers

NEEDED ACTIONS

- Fill out and submit the online application form. Please have the Lenzing Certification Number ready. Please fill out all information in Latin letters.
- Your application will be reviewed by Lenzing Branding Service. If additional data or any other update is needed, you will receive an e-mail with details. In this case you can then update and re-submit your application online in the Lenzing E-Branding Service.
- A License Confirmation Letter will be sent to the e-mail address specified in your registration within approximately 14 working days and you will receive the Lenzing Branding Materials to start designing your product with the Lenzing Brand / Branded Offer.
- **Textile producers applying for Product License on behalf of a retailer or brand owner have to submit the online application form via the Multi User Account of the retailer or brand owner.**

NEXT STEPS

1. Any designs or packaging require prior written approval from specified regional office.
2. Provide proof of proper use of the Trademark (based on principles mentioned in the Lenzing Product License Terms, e.g. packaging, photos, website screenshots).

OUTCOME

The Applicant is allowed to use the Trademark (e.g. logo, picture).

Lenzing E-Branding Service

Get a Marketing License for all partners

NEEDED ACTIONS

- Fill out and submit the online application form. Please fill out all information in Latin letters.
- Your application will be reviewed by Lenzing Branding Service. If additional data or any other update is needed, you will receive an e-mail with details.
- In this case you can then update and re-submit your application online in the Lenzing E-Branding Service.
- A License Confirmation Letter will be sent to the e-mail address specified in your registration within approximately 14 working days and you will receive the Lenzing Branding Material to start designing your product with the Lenzing Brand / Branded Offers.

NEXT STEPS

1. Any designs or packaging require prior written approval from specified regional office.
2. Provide proof of proper use of the Trademark (based on principles mentioned in the Lenzing Certification and Licensing Terms, e.g. packaging, photos, website screenshots).

OUTCOME

Applicant is allowed to use the Lenzing Brands / Branded Offers in company's marketing material like company brochures, website, trade fairs, etc. in order to promote the use of sustainable, high quality fibers. It is not allowed to use it to promote a certain product.

Get Swing Tickets and Stickers for brand owners and retailers

NEEDED ACTIONS

- Fill out and submit the online application form. Please have the Lenzing Certification Number ready. Please fill out all information in Latin letters.
- Your application will be reviewed by Lenzing Branding Service. If additional data or any other update is needed, you will receive an e-mail with details. In this case you can then update and re-submit your application online in the Lenzing E-Branding Service.
- A Swing Ticket Confirmation Letter will be sent to the e-mail address specified in your registration within approximately 14 working days and you will receive the Lenzing Branding Material to start promoting your product with the Lenzing Brand / Branded Offers.
- **Garment makers ordering Swing Tickets and Stickers on behalf of a retailer or brand owner have to submit the online application form via the Multi User Account of the retailer or brand owner.**

OUTCOME

Applicant receives Swing Tickets and Stickers.