

Lenzing E-Branding Service for VEOCEL™

how
to get...

- a CERTIFICATION & PRODUCT LICENSE for roll-good manufacturers, brand owners & retailers
- a MARKETING LICENSE for all partners



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 Certification and Product License

for roll-good manufacturers, brand owners and retailers and product manufacturers on behalf of them

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.
- 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.

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 Confirmation Letter may be sent to you within approximately 14 working days after receipt of your sample. You may start your **promoting your products** with the Lenzing Brand / Branded Offer.

Get a Marketing License not limited to a certain product

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.

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

The Confirmation Letter may be sent out to you within approximately 14 working days. You may use the Lenzing Brand / Branded Offer in your company's marketing material like company brochures, website, trade fairs, etc. **in order to promote the use of sustainable, high quality fibers** (without regard to a certain product).