



Lenzing
branding
service guide



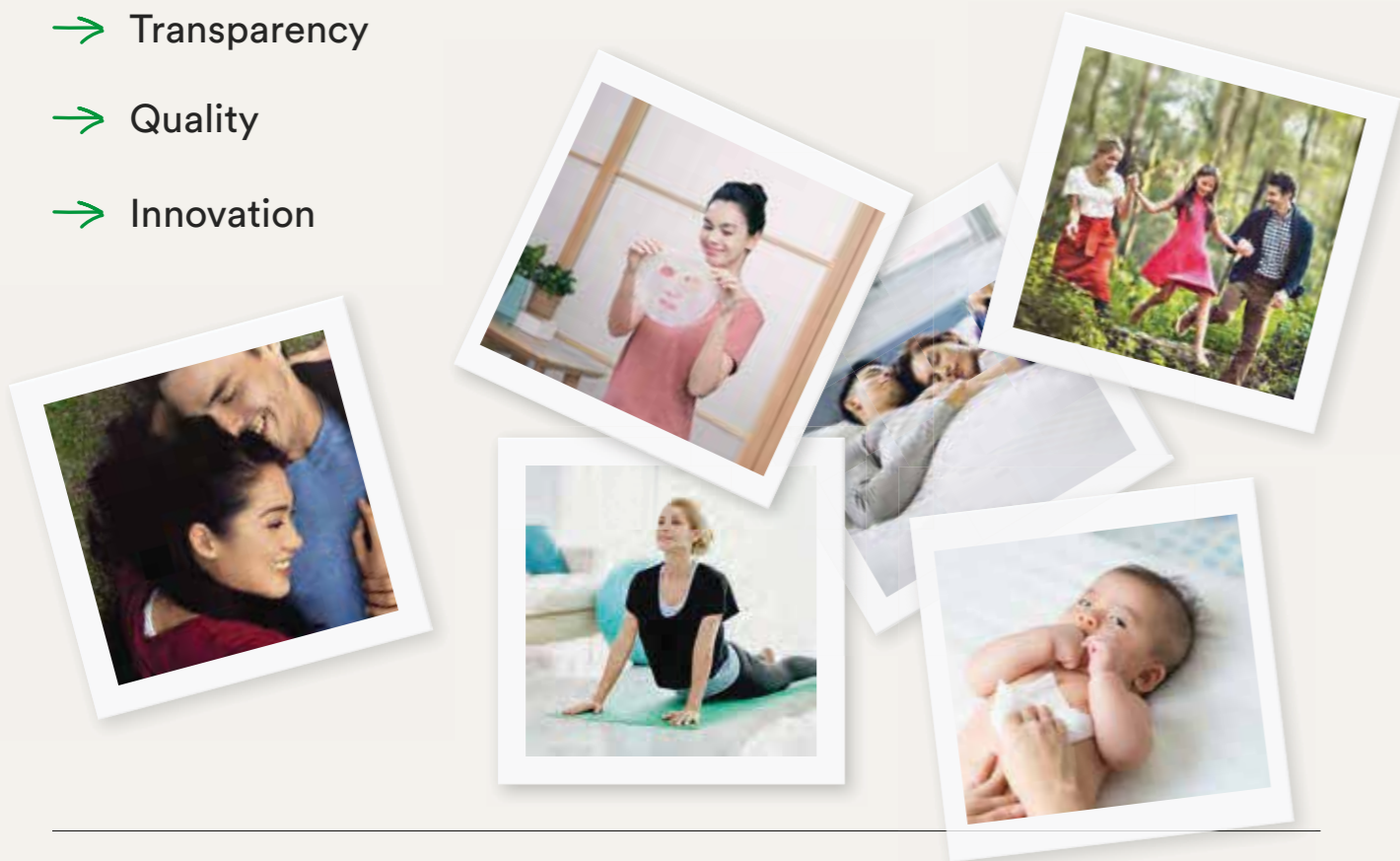
Co-Branding: the way to the consumer

Lenzing is the owner of a well known Brand Portfolio including TENCEL™, VEOCEL™, LENZING™ ECOVERO™, REFIBRA™ etc. driving and embodying Lenzing's values like sustainability, innovation and quality in the textile and nonwovens supply chain.

All these values are addressing core needs of the consumers world wide. Lenzing's goal is to support value chain partners to reach this target by offering innovative E-Branding Services.

Service stands for:

- Transparency
- Quality
- Innovation



Access to Lenzing Brands

The digital Lenzing E-Branding Service provides value chain transparency, it additionally protects and manages the Lenzing Brand Portfolio and our valid partners. It strengthens communications and interactions with relevant value chain partners.

The Lenzing E-Branding Service is the access point to an innovative tool kit supporting certification and identification of products as well as co-branding activities covering the product promotion and all other marketing activities.

Lenzing E-Branding Service features

1. Sustainable:

The system is completely digital and therefore paperless. No more print-outs, scans, etc.

2. Easy to use:

The system works with convenient menu options, dynamically generated forms and help functions.

3. Always available:

The system is available 24 hours a day and is accessible across multiple digital formats including web, tablet, and mobile. Wherever you are and whatever the time, you can use it.

4. Multi User Accounts:

The system offers the opportunity to provide access for all of your branding team members and supply chain partners.

And more features will be available.



Solutions along the value chain

Lenzing's Branding Service helps our partners in the value chain to develop effective product promotion and marketing activities in connection with our LENZING™ fibers. Lenzing Certification and License agreements are designed to protect the Lenzing Trademarks as well as you, our business partner.

Join us in reaching the goal of promoting sustainable practices throughout the supply chain and communicate our Brands and Branded Offers on your products, in printed and online marketing materials as well as on social media channels. Thank you for your support!

Following agreements are available:

→ Product License - Textiles

A Product License offers our partners branding opportunities that are particular to the product being promoted. In order to apply for a Product License, a company must first obtain a valid Certification Number, which is needed for all components that contain LENZING™ fibers. A Certification Number is given to suppliers who have had sample fabrics tested and certified as containing LENZING™ branded fibers. The suppliers work with the brands and / or retailers to provide the validated Certification Number to the Lenzing Branding Service via the online portal. Once approved, the brand will be awarded with a Product License Number, which will be needed when labelling specific products with Lenzing Brands / Branded Offers (e.g. on hangtags, packaging, websites, etc.)

→ Certification & Product License - Nonwovens

A Certification and Product License for nonwoven products offers our partners branding opportunities that are particular to the product being promoted. Fabrics or product samples containing LENZING™ fibers have to be tested. Once approved, the brand will be awarded with a Product License Number, which will be needed when labelling specific products with Lenzing Brands / Branded Offers (e.g. on hangtags, packaging, websites, etc.)

→ Marketing License

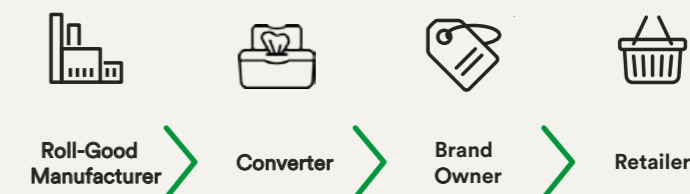
A Marketing License authorizes your company to support marketing activities (e.g. on your website, at tradeshows, or on promotional materials) using our Brand / Branded Offers, without references to any specified products. You apply for this on our E-Branding portal as well.

Textile value chain



| | | | | | |
|---|---|---|---|---|---|
| Certification | | @ | | | |
| Product License (for logo use in connection with a product) | | @ | @ | @ | @ |
| Marketing License (for logo use) | @ | @ | @ | @ | @ |
| Product Marketing Materials (Swing Tickets, Stickers) | | | @ | @ | @ |

Nonwoven value chain



| | | | | |
|---|---|---|---|---|
| Certification & Product License (for logo use in connect. with a product) | @ | @ | @ | @ |
| Marketing License (for logo use) | @ | @ | @ | @ |

@ Online offer via <https://brandingservice.lenzing.com>

@ Available online via the Multi User Account of a brand or retailer, for product manufacturers who apply for a Product License and/or Lenzing Swing Tickets / Stickers on behalf of a brand or retailer.

Getting started in the Lenzing E-Branding Service!

Partners along the value chain who want to benefit from the Lenzing E-Branding Service can register on the web page: <https://brandingservice.lenzing.com>

There are two options for registration:

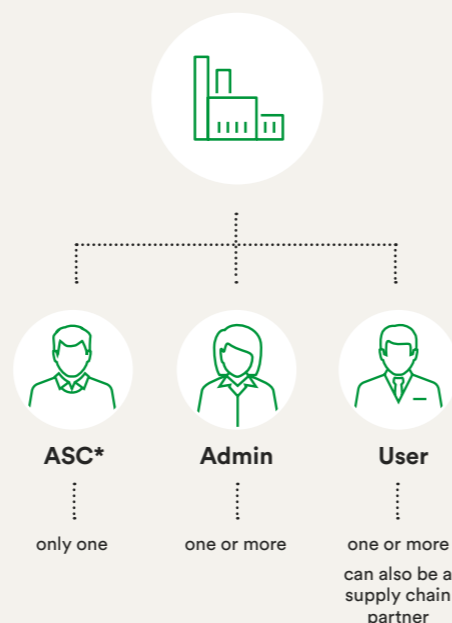
Single User Account

A Single User Account will only provide access for one User, identified by his individual e-mail address. The Single User Account Owner is not allowed to share the access with anyone else. All data related to the Single User Account might not be shared with other Single User Accounts, even if several Single User Accounts are registered by different Users within a company.

Multi User Account

Applicant: When multiple company representatives need to gain access to the system, the Multi User Account is available. There are three different roles in a Multi User Account: the Authorized Signatory Contact (ASC), Administrators and Users. When a Multi User Account is created, the applicant defines the ASC, who needs to have the authorization to act on behalf of the company. The applicant also defines the Administrators who will manage the Multi User Account. Both ASC and Administrators have full access to the system and full information about the account and activities therein. Users only have limited access with pre-defined information.

Supply Chain Partners of the Applicant: The ASC or the Administrators may grant access for their supply chain partners, such as vendors and suppliers. These supply chain partners may be registered as Users and authorized to order Swing Tickets or apply for a Product License on behalf of the Multi User Account Owner, who is Lenzing's License Contract Partner.



For further details please refer to the Terms of Use of the E-Branding Service platform.

* Authorized Signatory Contact: The Authorized Signatory Contact (ASC) user needs to be a person to be allowed to act on behalf of the company.

Using the Lenzing E-Branding Service

Behind the scenes of the Lenzing E-Branding Service stands a global team dedicated to servicing customer requests. It is our top priority to be efficient and we aim to respond in the following lead time once applicants provide all the necessary information:

- **Registration:** 2-4 working days
- **Certification:** approximately 14 working days after receipt of the fabric sample and the fully completed application form
- **Product / Marketing License:** approximately 14 working days

Validity of Certification and Licenses

| | | |
|---|---------------|----------------|
| Certifications for fabrics | are valid for | 2 years |
| Certifications for certain Home & Interiors products | are valid for | 5 years |
| Product Licenses (Textile & Nonwovens) | are valid for | 2 years |
| Marketing Licenses | are valid for | 2 years |

The validity of your particular Certification or License can be found on the Confirmation Letter or on the E-Branding platform.

Go to <https://brandingservice.lenzing.com> and register today!

For further inquiries please contact our Local Support / Contact details

Local Support / Contact details

Europe and Americas

Certification e-mail: certification@lenzing.com
Textile Licensing e-mail: licensing@lenzing.com
Nonwoven Licensing e-mail: licensing.nonwovens@lenzing.com
Registration e-mail: registration@lenzing.com
Swing Tickets e-mail: swing-ticket@lenzing.com

Hong Kong

Certification e-mail: certification_hongkong@lenzing.com
Textile Licensing e-mail: licensing_asia@lenzing.com
Nonwoven Licensing e-mail: licensing.nonwovens_asia@lenzing.com
Registration e-mail: registration_hongkong@lenzing.com
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India, Bangladesh, Thailand, Pakistan, Sri Lanka

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South East Asia and Oceania

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Swing Tickets e-mail: swing-ticket_turkey@lenzing.com

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Lenzing Singapore PTE Ltd.

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Centre, 189554 Singapore, Singapore