



Only One **TENCEL™ Brand**

Earn customer trust through correct trademark use.
Apply for a license to avoid the consequences of counterfeiting.

TENCEL™ is a protected trademark.

We take a zero tolerance approach to trademark infringements.

TENCEL™ is:

30
years



the brand that pioneered the lyocell fiber over 30 years ago.



a trailblazing global ingredient brand offering fibers that are renowned for their outstanding qualities in sustainability^, and a key player driving innovation in the field of textiles and fashion.



a protected trademark which must be defended in order to safeguard intellectual property and originality. Usage of the trademark must be consented to by Lenzing AG following proper certification and licensing procedures.

Unauthorized or improper use of trademarks can be deemed as counterfeiting. Lenzing AG is very active in the protection of its intellectual property rights.

How TENCEL™ is fighting fake in the market:

- Lenzing has established a dedicated cross-functional taskforce for the trademark protection across the globe, working tirelessly both online through a dedicated monitoring program and offline even enhancing the cooperation with local authorities to tackle the infringement in the market.
- In addition, Lenzing also works alongside major textile trade fairs to proactively monitor and curb the infringement of Lenzing AG's intellectual property rights on show grounds.
- All the above actions have led to the seizure of thousands of items with unauthorized and non-compliant use of the TENCEL™ trademark.





Why Protecting Trademarks is Important

To protect TENCEL™

- TENCEL™ is a primary provider of premium quality fibers sourced from sustainably managed wood, which utilize eco-responsible production processes to ensure high resource efficiency and low environmental impact[^].
- All the progress TENCEL™ has made to pioneer sustainable action within the textile industry is threatened by every imitation product that appears on the market.

To protect consumers

- Counterfeiting is a violation of quality assurance and trust.
- Only by eradicating fake products can we ensure customers receive the standard of goods they expect and deserve.

To protect the value chain

When intellectual property is infringed upon, the investment behind innovation, quality and knowledge is undermined.

Originality and innovation are the driving force behind the long-term success of the fashion and textile industry.

There is a high price to pay for cheap imitations. The sale of counterfeits is a serious offense whose revenue is made at the expense of consumers, companies and governments alike.

Through business conducted with due diligence, we can protect consumers and the industry value chain from the harm of fake products.

[^] TENCEL™ Lyocell and Modal fibers are made with at least 50% less carbon emissions and water consumption*
 TENCEL™ Lyocell and Modal fibers are certified with the EU Ecolabel for environmental excellence**
 TENCEL™ Lyocell and Modal fibers are derived from controlled or certified wood sources
 TENCEL™ Lyocell and Modal fibers are certified as biodegradable and compostable***









* Compared to generic (unbranded) lyocell and modal Results based on LCA standards (ISO 14040/44) and available via Higg MSI (Version 3.7)
 ** EU Ecolabel for textile products (license no. AT/016/001)
 *** LENZING™ Lyocell and Modal standard fibers are certified by TÜV Austria as biodegradable in soil, freshwater and marine environments, and compostable under home and industrial conditions.

How can your brand benefit from Licensing and correct TENCEL™ trademark usage?

- The TENCEL™ brand has been a widely recognized ingredient brand for three decades, where consumers and retail partners trust in the quality and credentials of TENCEL™ fibers.
- Using the TENCEL™ trademark on products which contain genuine TENCEL™ fibers can add immense value to your brand.
- By using the TENCEL™ trademark correctly, you can instill consumer confidence in your own brand.
- Likewise, improper use of the TENCEL™ trademark can severely damage that trust.

How to use the TENCEL™ brand and the TENCEL™ logo correctly:

Supercharge customers' trust in your brand by understanding how to correctly use TENCEL™ and the TENCEL™ logo in communications with customers and end consumers.

	Correct usage	Examples	Incorrect usage	Examples
TENCEL™	Always written in all capital letters.	✓ TENCEL™	Not written in all capital letters.	✗ Tencil™
	Always followed by the trademark symbol (™).		Omitting the trademark symbol (™).	✗ TENCEL
	TENCEL™ is a brand of Lenzing fibers and is used to refer to the brand itself. It is not a fiber type or generic material, nor a descriptor of generic material.	✓ TENCEL™ branded fibers	Using the trademark as a description for an end application / product.	✗ TENCEL™ shirt
TENCEL™ logo	<ul style="list-style-type: none"> Always use the logo as a fixed artwork, and only in the color versions provided. Do not change any parts or attempt to recreate the logo. 	✓ TENCEL™ Lyocell	Using the trademark as a description for other generic materials.	✗ TENCEL™ cotton
		<ul style="list-style-type: none"> Respect the minimum size and provide sufficient clear space around the logo to ensure logo visibility. 		Altering the logo in any way.
	 No removal of logo elements.			
				 No color changes or additions to logo.
				 No cropping.
				 No shadows or effects.
				 No rotation.
				 No changes to logo orientation.
				 Must have contrast to background.

Where to apply for a license:

- All those who wish to use the TENCEL™ trademark when marketing their products produced using TENCEL™ branded fibers must seek approval from Lenzing AG to do so.
- By registering and obtaining a free account on Lenzing E-Branding Service, value chain partners and customers who purchased TENCEL™ branded fibers can apply for product and marketing licenses anytime.
- With a few simple steps on Lenzing E-Branding Service, they will be granted the right to use the TENCEL™ trademark and TENCEL™'s credentials in their products.

How do you apply for a license:

Applying for the correct licenses takes 3 simple steps.

- 1 Register with the Lenzing E-Branding Service**
 This is our one-stop digital platform to get you started. 
- 2 Apply for licenses**
 You can apply for appropriate licenses, with Lenzing Certifications if required, depending on your product and marketing needs.
- 3 After approval, start using TENCEL™ branded assets**
 Assets include the TENCEL™ logo and related claims, marketing materials, and swing tickets (if applicable).



What types of licenses are available:

We offer 2 types of licenses, and you can apply for either one or both depending on your marketing needs.

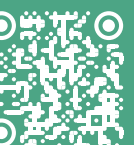
Product License

You will need a Product License to market specific products with the TENCEL™ brand. To obtain a Product License, you need a Lenzing Certification, which you can apply for or have it provided to you by your supply chain partner.

Marketing License

A Marketing License is required to use the TENCEL™ brand in promotional activities unrelated to a specific product. This license is separate to the Product Licence and applying for the Marketing License does not require a Lenzing Certification.

To ensure on-going compliance, Lenzing's E-Branding Service also provides a set of brand materials, training guides and dedicated live webinars.



contact for further information

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Innovative by nature

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