

Lenzing E-Branding Service

how
to get...

- a LENZING CERTIFICATION for textile producers
- a LENZING PRODUCT LICENSE for textile 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.
- **Optional:** 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

Once the registration is approved, the applicant will receive login data by email within 2-4 workdays. With this login data you can manage your account details and download the Lenzing Branding Guidelines.

Get a Lenzing Certification for fabrics and products

NEEDED ACTIONS

- Fill out and submit the online application form (in ENGLISH only)
- 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 email 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 Brands may only be used on products based on Lenzing certified materials.

Get a Product License for textile 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 ENGLISH.
- Your application will be reviewed by Lenzing Branding Service. If additional data or any other update is needed, you will receive an email 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 email 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.

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 trademark (e.g. logo, picture).

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 ENGLISH.
- Your application will be reviewed by Lenzing Branding Service. If additional data or any other update is needed, you will receive an email 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 email 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.
- **Garment makers ordering Swing Tickets and Stickers on behalf of a retailer or brand have to submit the online application form via the Multi-User Account of the retailer or brand.**

OUTCOME

Applicant receives Swing Tickets and Stickers.

Lenzing

Innovative by nature