



## STEP BY STEP GUIDE TO TENCEL™ BRANDING

Most of KenDor's Lyocell fabrications are made from Lenzing certified yarns and therefore qualify for to be branded Lenzing proprietary Tencel™ marketing including listing your items as Tencel™ on your website, in your catalogues, on your content labels and hangtags.

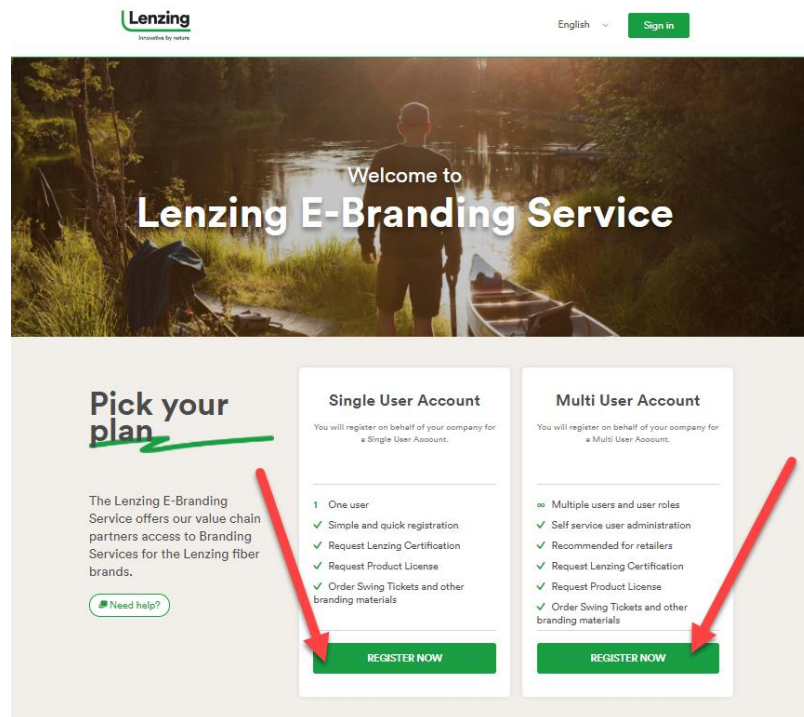
You are not required to use Tencel™ and have the option of opting to simply use Lyocell, which is a trade name.

**IMPORTANT - You MUST get Lenzing permission for ANY use of their branded names. Hangtags can be ordered from Lenzing but can only be used on the items you have permission to use them on. Should you fail to secure proper permission, any action taken by Lenzing will not be something that KenDor can help you with.**

This guide is intended to help you navigate the steps you need to take every time you want to use the Tencel™ name. Once you are registered with Lenzing, if you have any other questions, it is best you ask them so that you have their final comments on your question.

### REGISTRATION

1. First you must register for a Lenzing account
  - a. Go to <https://brandingservice.lenzing.com/en/register>
  - b. Register for either a Single User or Multi User Account (depending on whether just one person in your organization needs access to the site or multiple people)



i.

- c. Fill in your Company Data and click Next when finished

- d. Fill in your User Data and click Next when finished



- e. Review your submission, edit as needed and when ready
  - 1) Read the Terms of Use
  - 2) Click the checkbox to accept the Terms of Use
  - 3) Click on send Registration

A screenshot of a registration form with three numbered red arrows indicating the steps: 1 points to the "Terms of Use" link, 2 points to the checkbox for accepting the terms, and 3 points to the "Send registration" button.

Terms of Use

[Terms of Use](#)

☒ I accept the Terms of Use and hereby confirm that I have read and understood the data protection clause regarding the processing of personal data in section 14 of the Terms of Use."

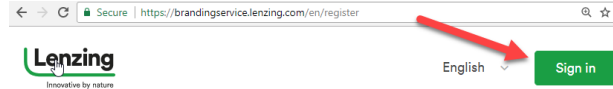
[Send registration](#)

2. Once you submit your registration, you will receive an email from [noreply@brandingservice-lenzing.com](mailto:noreply@brandingservice-lenzing.com) to confirm that your request has been received.
3. Within the email, there is a link to activate your email address that must be done within 7 days of receiving the email
4. After you click the link you will be taken to the Login Screen where you can enter the login email and password you specified.
5. This will take you to where you will be able to request Product Licensing and Swing Tickets
  - a. **IMPORTANT – you will not be able to do anything on the site until you receive an email from Lenzing notifying you that your account has been approved by Lenzing**
  - b. You will see this beside each option until you are approved:

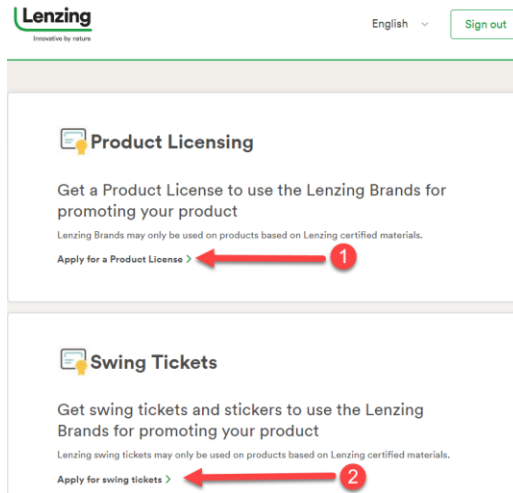
**Access request in progress by Lenzing Branding Service**

## ONCE YOU ARE REGISTERED & APPROVED WITH LENZING

1. Once you receive your confirmation of approval email from Lenzing
  - a. Go to <https://brandingservice.lenzing.com/en/register>
  - b. Click on Sign In to login to your account



- i.
2. Once you are signed in you, depending on your intended use, you can apply for a Product License and/or Swing Tickets. You can also access your account information and the Lenzing Branding Guidelines.



1. Product License – if you want to use the Tencel™ name ANYWHERE (website, content labels, catalogues, hangtags etc.) you MUST apply for permission
2. Swing Tickets – if you want to order Tencel™ hangtags

**IMPORTANT – you need to apply for Product License and/or Swing Tickets for EVERY style you plan on using the Tencel™ name on. It is not difficult, but you have to go through the steps for each style every time.**



## PRODUCT LICENSE:

1. Once you've clicked on Apply for Product License (above)
2. Read through the Product Licensing Page, then click on Create new application for a Product License

### Product Licensing

The main purpose of the Lenzing Branding Service is to provide you with a means of promoting your high quality goods made of Lenzing fibers in the textile value chain.

Evidence of the use of Lenzing fibers is established through the Lenzing Certification process. Lenzing Brands may only be used on products based on Lenzing certified materials. Please make sure that you have the appropriate Lenzing Certification Number available, when applying for a Product License.

The issuing of a Product License for a specific Lenzing Brand is a voluntary service by Lenzing that is generally open to all market players.

#### Get your Product License in 3 steps

- 1 Fill out and submit the online application form. Please have the Lenzing Certification Number ready.  
Please fill out all information in ENGLISH.
- 2 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.
- 3 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 promoting your product with the Lenzing Brand.

#### Downloads for Product Licensing

[Lenzing Certification and License Terms >](#)

[Lenzing Branding Guidelines >](#)

[Create new application for a Product License](#)

- a.
3. Select the Category of your item and click Next:

### Product Type & Category

#### Type of Product

☒ End user product  
A product ready for retail.

☐ Component or ingredient  
A product used as a component or ingredient in the production of other goods.

#### Category \*

☒ Apparel

☐ Home & Interiors

☐ Protective

a.



4. Enter the 8 Digit Certificate #, the quantity your purchased from KenDor, the unit of measure and then Next

- a. To get this number, please email your KenDor Sales Support contact with the:
  - i. Sales Invoice #
  - ii. Item #
- b. Your KenDor Sales Support contact will email you the certificate number that corresponds with your invoice

## Lenzing Certification Number

Lenzing certified products or materials used for this product

W

### Component 1

Lenzing Certification Number \* ?  
3187

Quantity purchased \* ?  
30

☒ meters ☐ yards ☐ pieces  
☐ kilogram

+ Add another component

Back

Next

The diagram illustrates the form's layout and user flow. Red circles with numbers 1 through 4 are connected by red arrows. Circle 1 points to the 'Lenzing Certification Number' input field. Circle 2 points to the 'Quantity purchased' input field. Circle 3 points to the unit of measure radio buttons. Circle 4 points to the 'Next' button. A red arrow also points from the 'Add another component' button to the 'Next' button.

c.

5. Next, fill in the specifics about the garment you are requesting licensing permission for:

### Product Specification

Please specify your product

Product name and description

Your product name or article number

19S2050RI

1

your style #

Product description

Ritz Chelsea Blouse

2

your style  
description

Please specify the end use of your product \*

☐ Underwear / Sleepwear

☐ Sportswear

☐ Denim

☐ Trousers

☒ Men's Shirts / Blouses

3

☐ Upper parts (like polo, T-shirt)

☐ Skirts / Dresses

☐ Outerwear (Coat, Jacket, Coverall, etc.)

☐ Sweater / Jumper

☐ Socks / Tights / Leggings

☐ Workwear with no protective function (Trousers, Shirts, Blouses, Nurse Dress, ...)

☐ Suits (Women and Men)

☐ Accessories (Laces, Scarf, Gloves)

☐ Headgear (Hoods, ...)

☐ Lining

☐ Insulation Layer

☐ Kitchen and Dining Textiles

☐ Bathroom Textiles (Towels, Robes, Bath Mats, ...)

☐ Footwear

select type of  
product

☐ Others

Please select the Contractual Product \*

Woven shirts

4

select item from  
dropdown

Quantity per country

Please list the countries, where you intend to use the Brand / Branded Offer and the respective quantity (pieces)

enter qty of units for your first  
country & specify country

Quantity \*

20

5

Select country \*

Canada

for additional countries

20 pieces

click here

6

+ additional country

Back

7

Next


6. Select Tencel™ Brand you want permission to use and then click Next

### Lenzing Brand and Branded Offer

In regards to the Lenzing certified products or material and the end use of your product, one of the following Lenzing Brands including the respective Branded Offer can be licensed to promote your product.

Please select \*

Tencel™	Technologies	Key Benefits	
TENCEL™ Active		<ul style="list-style-type: none"> <li>Thermal Regulation</li> <li>Botanic Origin</li> <li>Contribute to Performance</li> <li>Unfavorable for Bacteria Growth</li> </ul>	<div>Lenzing Branding Guidelines</div> <div>Select</div>





Tencel™	Technologies	Key Benefits	
TENCEL™		<ul style="list-style-type: none"> <li>Botanic Origin</li> <li>Feels Cool and Dry</li> <li>Gentle on Skin</li> <li>Sustainable Production</li> </ul>	<div>Lenzing Branding Guidelines</div> <div>Select</div>

Tencel™	Technologies	Key Benefits	
TENCEL™ Denim		<ul style="list-style-type: none"> <li>Botanic Origin</li> <li>Enhanced Breathability</li> <li>Strength</li> <li>Sustainable Production</li> </ul>	<div>Lenzing Branding Guidelines</div> <div>Select</div>

### Further Lenzing Brands (to be discontinued)

Please note: The following Lenzing Brands are still available for Licensing but will not be actively promoted by Lenzing anymore.

 TENCEL® <div>Lenzing Branding Guidelines</div> <div>Select</div>
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Next

a.



7. Check all boxes that apply (likely all 4) and then click Next

### Lenzing Brand Use

Please specify what you want to use the Lenzing Brand for

☒ Product Labeling

☒ Product Packaging

☒ Product Advertising & Marketing

☒ Online Product Advertising

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Next

- a.
8. You can upload Additional Documents, but you are not required to. Either way click Next when ready

### Upload of Documents (optional)

Please upload documents (only PDF, JPG, PNG or GIF format)

Select files

Upload

Drop files here

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Next

- a.
9. Review your submission to ensure all is correct, read the Branding Guidelines and License Terms, click to confirm you have read and agree to the licensing terms the and then click Submit Application

### Lenzing Certification and License Terms

☒ I hereby confirm that I have read, understood and accepted the "Lenzing Certification and License Terms" and applicable "Lenzing Branding Guidelines".  
I also confirm that I am authorised to do so in behalf of the company detailed in the application. \*

Download Lenzing Certification and License Terms

Download Lenzing Branding Guidelines

You will receive a copy of your application by email and can download a PDF on the next page.

Submit application

- a.
10. You will be taken to a page where you can download the application, return to Home Page etc. The email account on file will also receive a confirmation of the submission.
- a. **You cannot start using the Tencel™ brand names until you receive another email confirming that you have been approved**



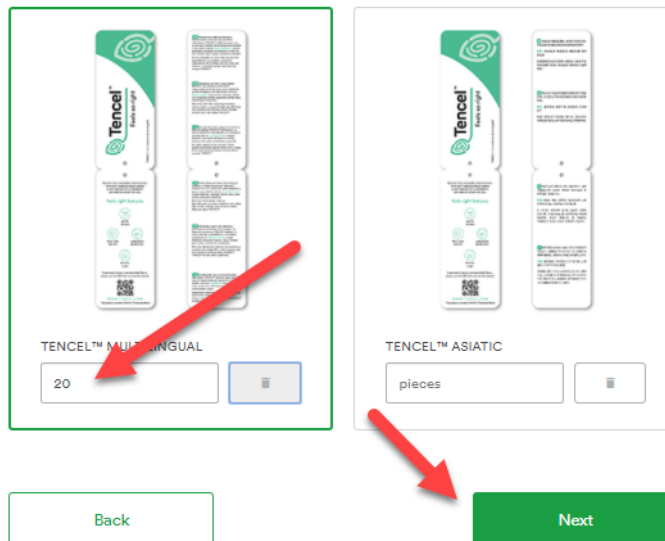
## SWING TICKETS (HANGTAGS)

1. The steps for ordering Swing Tags are exactly the same as the Product License Process steps #1-6 listed above. Once you've completed these steps, you can select the type of Swing Ticket you want:

### Swing Tickets

Please find below the list of swing tickets and stickers available for the selected swing ticket type.

Quantity of the desired swing tickets

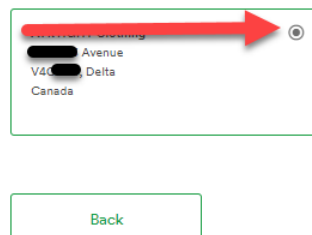


- a.
2. Then confirm your shipping address:

### Shipping Addresses

Please select the shipping address for your swing tickets

Create new shipping address >



- a.
3. You will be able to upload additional document, review and confirm your submission that same as you did in steps 8-10 in the Product Licensing application

Assuming there are no issues, your hangtags should ship out within 2 weeks. Lenzing will contact you if there are any questions or problems with your submission. The permission and tags you receive can only be used on the items you applied for.

Repeat the Product Licensing and Swing Ticket applications as needed for as many products as you want to use the Tencel™ Brand on.