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Lenzing expands pioneering Lenzing E-Branding Service to the VEOCEL™ brand

- The first online licensing platform for the nonwovens industry streamlines certification and licensing for VEOCEL™ brand partners
- Online registration, application and approval enhances workflow efficiency
- The Lenzing E-Branding Service creates greater value and transparency by showcasing the use of sustainable, high-quality and ethically sourced materials

Lenzing – Lenzing is launching a nonwoven industry premiere with the introduction of E-branding service for certification and licensing service to the VEOCEL™ brand in an industry first move to elevate supply chain transparency for nonwoven fibers. The Lenzing E-Branding Service provides the VEOCEL™ brand's expanding network of partners with a platform designed to increase the value of products by showcasing the use of sustainable, high-quality and ethically sourced materials.

Designed from the ground up to make the VEOCEL™ certification process simple, the Lenzing E-Branding Service creates peace of mind for all VEOCEL™ brand partners, allowing producers, retailers and brand owners from hygiene, beauty and home care products, to certify their use of VEOCEL™ branded fibers and develop co-branding campaigns that improve the value of their products.

Lenzing E-Branding Service elevates VEOCEL™'s industry-leading reputation

First launched in 2018 for the textile industry, the Lenzing E-Branding Service unifies registration, application and approval in a state-of-the-art online system designed to eliminate the use of paper and reduce response times, with the aim to enhance efficiency by digitizing workflow. The system's early success and positive feedback made the expansion to the VEOCEL™ brand a natural next step for the industry-leading platform.

As a digital hub for VEOCEL™ brand partners, the platform includes features to apply for new licenses, monitor application status, and manage existing licenses. Simultaneously, the platform will act as a support portal, showcasing the latest branding guidelines and support for VEOCEL™ brand certified products.

“We are excited to expand our industry-leading Lenzing E-Branding Service to VEOCEL™ brand customers and partners. The expansion showcases Lenzing’s unwavering commitment to sustainability for nonwoven applications, accelerates the digitalization of the industry and sets new standards for driving greater transparency”, says Jürgen Eizinger, Vice President of Global Nonwovens Business, Lenzing AG.

The VEOCEL™ brand continues to push for greater sustainability boundaries

The expansion of the Lenzing E-Branding Service comes nearly two years after the VEOCEL™ brand introduced its pioneering certification requirements mandating nonwoven products use 100% cellulosic and biodegradable materials before qualifying to feature the VEOCEL™ brand logo. Alongside the industry-first requirements, the Lenzing E-Branding Service creates an unparalleled guarantee for consumers that products featuring the VEOCEL™ brand logo are genuinely sourced and produced.

“The VEOCEL™ brand is rapidly becoming an industry-leading credential for hygiene and personal care brands and end-users who are serious about increasing their environmental responsibility. The new E-branding Service will truly complement our VEOCEL™ certification criteria to ensure trustworthy supply chain transparency for our partners, customers and end-users,” adds Eizinger.

“We have observed an overwhelmingly positive shift in consumer preferences as they seek greater sustainability from the nonwoven brands they trust. During this exciting time of transition toward the greater use of environmentally responsible materials, we are thrilled to provide our brand partners and end-users with the peace of mind that products containing VEOCEL™ branded fibers help to better protect the environment and safeguard the future of our planet,” says Harold Weghorst, Vice President of Global Marketing & Branding, Lenzing AG.

VEOCEL™ brand partners can now register for the Lenzing E-Branding Service for VEOCEL™ [here](#).

Photo download:

<https://mediadb.lenzing.com/pinaccess/pinaccess.do?pinCode=EmjEPaZ8Gbvc>

PIN: EmjEPaZ8Gbvc

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About VEOCEL™

VEOCEL™ is Lenzing Group's flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility. The VEOCEL™ product portfolio includes VEOCEL™ Lyocell and VEOCEL™ Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature's cycle. These fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface and its fibers are used in baby care, beauty and body care, intimate care and surface cleaning products. Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. The fibers are compostable and biodegradable, enabling them to break down safely into raw materials and fully revert back into the environment.

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments. The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

Key Facts & Figures Lenzing Group 2020

Revenue: EUR 1.63 bn

Nameplate capacity: 1,045,000 tons

Employees: 7,358

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