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Lenzing partners with Red Points to fight counterfeits and protect its customers

- Collaboration with Red Points addresses consumers' increasing expectations on transparency and highlights Lenzing's commitment to trademark protection
- Protects interest of Lenzing customer and partners who are making real efforts to enhance the transparency of their value chains
- Builds upon Lenzing's overall brand protection efforts that verify the authenticity of fibers up to the end products

Lenzing – Lenzing Group, a leading global producer of wood-based specialty fibers, has announced a partnership with Red Points, a global leader in online IP infringement detection and removal, to strengthen Lenzing's existing brand protection efforts globally and enable round-the-clock brand monitoring services. As Lenzing's textile brands TENCEL™, LENZING™, ECOVERO™, as well as nonwovens brand VEOCEL™ continue to generate widespread demand from industry partners and customers worldwide, it is becoming increasingly important to protect the company's trademarks and provide full visibility into the brands' presence online.

“Brand protection has always been a top priority at Lenzing. The purpose is not only to avoid infringement and counterfeiting issues, but also to protect our supply chain and brand partners. Our ultimate aim is for end-consumers to receive greater value for money in terms of sustainability,” says Harold Weghorst, Vice President of Global Marketing and Branding at Lenzing AG. “Our verification, certification, and licensing efforts provide partners and consumers along the value chain confidence in the authenticity of Lenzing fibers in the finished products.”

Protecting the interest of Lenzing's partners and consumers

Red Points provides the ideal technology solution to help Lenzing monitor and remove unauthorized use of its trademarks and counterfeits online. The technology works by using Artificial Intelligence (AI) to automatically detect intellectual property infringements of Lenzing' trademarks with high accuracy and efficiency.

Press release

“We are delighted to partner with Lenzing and provide them with effective solutions to detect and remove online counterfeits at scale. There is an increasing need for brand protection across all industries and having Lenzing on board shows us that consumers are looking for more transparency.” said Sergi Garcia, Chief Marketing Officer of Red Points. “At Red Points, our mission is to make all ecommerce channels –from global social media to NFT marketplaces– a safer place for brands and consumers.”

Brand protection is just one of Lenzing’s ongoing proactive measures aimed at enhancing transparency in the supply chain and protecting the interest of Lenzing’s partners by ensuring they are purchasing genuine Lenzing fibers which meet their high standards.

In 2018, Lenzing launched the Lenzing [E-Branding Service](#) which allows Lenzing’s customers, retailers and brand partners to effectively use trademarks in their marketing materials. The platform has been welcomed by partners globally as it continues to deliver value to the fashion, textile and nonwoven sectors by facilitating the traceability of Lenzing’s fibers and enabling customers to promote them effectively.

Images related to the announcement can be downloaded [here](#).

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About TENCEL™, VEOCEL™ and LENZING™ ECOVERO™

TENCEL™ is the flagship brand under The Lenzing Group that covers textile specialty product fiber offerings. Since 1992, the TENCEL™ brand has been driving the evolution of fiber solutions for the apparel and home textile segments through several industry-first innovations and environmentally responsible production processes. Product brands under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ Luxe and TENCEL™ for Footwear. Featuring botanic origin and biodegradable quality, TENCEL™ branded modal and lyocell fibers are also gentle on skin with smooth, long-lasting softness, color vibrancy and color retention features.

VEOCEL™ is Lenzing Group’s flagship specialty nonwovens brand. Derived from renewable raw material wood, VEOCEL™ provides natural care every day, and is committed to driving industry standards around sustainability and comfort in the nonwovens sector. The VEOCEL™ brand is categorized into four branded offerings including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface. The VEOCEL™ product portfolio features VEOCEL™ Lyocell fibers and VEOCEL™ Specialty Viscose fibers that are tailored for sustainable lifestyles and help to maintain environmental balance by being fully integrated into nature’s cycle. All VEOCEL™ branded fibers are certified clean and safe, biodegradable from botanic origin and manufactured in an environmentally responsible production process. All standard VEOCEL™ fibers are certified compostable and biodegradable under industrial, home, soil, fresh water and marine conditions, enabling them to break down safely into raw materials and fully revert into nature.

Press release

LENZING™ ECOVERO™ branded viscose fibers is the industry's new standard for eco-responsible viscose. Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner 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 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 2021

Revenue: EUR 2.19 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 7,958

TENCEL™, VEOCEL™, LENZING™, REFIBRA™, ECOVERO™, LENZING MODAL™, LENZING VISCOSE™, MICROMODAL™ and PROMODAL™ are trademarks of Lenzing AG.