

Herning, 21 April 2026

ELKA's perspective on the use of AI in marketing

At ELKA, we take a positive view of the opportunities that AI creates.

We recognize and appreciate the efficiency and creativity that this technology enables, and we support our retailers and partners in working innovatively to promote our products.

At the same time, it is essential for us that all communication related to ELKA is accurate and aligned with our brand and product quality. In some cases, we have experienced products being marketed using AI-generated imagery and product information that were not accurate.

Therefore, we ask that the following guidelines are observed:

- Visual material should, as a general rule, be based on ELKA's official image bank
- Product information must be sourced from our website
- AI-generated material may be used, but must be submitted to ELKA's marketing department for quality assurance before being used externally

This ensures that our products are always presented correctly and consistently.

By centralizing quality assurance, we ensure together that communication in the market remains credible, consistent, and aligned with our brand.

ELKA's marketing department can be contacted at: marketing@elkarainwear.dk

If the above gives rise to any questions or uncertainty, you are always welcome to contact us. We value the strong collaboration and thank you for your efforts in representing ELKA in the best possible way.