Greening the value chain with Lenzing fibers
Partner for a greener future

Sustainability is one of the core values of Lenzing. It represents the main driving force for innovation decisions. Together with its partners, Lenzing develops sustainable products and products that contribute to circular economy. With the constant improvement of existing methods and ongoing development of innovative technologies and products, Lenzing helps the industry to progress on its sustainability roadmap. With Lenzing as a partner, companies can be sure to buy sustainable fibers. This is one of the first steps towards a greener value chain.

Naturally positiv

The essence of “Naturally positive” thinking – the sustainability strategy of Lenzing – is to make sustainable fibers available to the growing world. The strategy focuses on sustainability areas like raw material security or water stewardship where Lenzing has the greatest impact on creating a more sustainable world. Lenzing actively contributes to improved environmental performance throughout the value chain and, consequently in final products.
The green way of producing fibers

For more than 80 years, Lenzing has produced fibers from the renewable raw material wood. Lenzing endeavors to produce its various fiber types in eco-friendly ways.

**TENCEL™ Lyocell production process**

The TENCEL™ Lyocell fiber production is known for its environmentally responsible closed loop process, which transforms wood pulp into cellulosic fibers with high resource efficiency and low ecological impact. This solvent-spinning process recycles process water and reuses the solvent at a recovery rate of more than 99%. This economically viable manufacturing process received the European Award for the Environment from the European Commission.

**TENCEL™ Modal production process**

Fully integrated pulp and fiber production at the Lenzing site in Austria makes it possible to produce fibers in an eco-responsible way. At Lenzing, we strive to safeguard resources for future generations by the use of renewable energy from the pulp mill and by recovery of remaining components as co-products. Numerous Lenzing innovations have been integrated in the production of TENCEL™ Modal fibers to make the process environmentally sound.
For a sustainable environment with Lenzing fibers

Botanic origin

For the fiber production, Lenzing relies on a range of different resources procured from various, carefully selected partners. The most important resources are renewable: natural wood and the pulp derived from it. Lenzing is committed to procuring wood and dissolving wood pulp exclusively from non-controversial sources. Lenzing assumes responsibility by focusing on sustainable sourcing covered by certifications, responsible consumption, and highly efficient use of these valuable resources.

Guaranteed sustainability

Lenzing’s wood procurement management system ensures that all wood is sourced from legal and sustainably managed sources. In order to demonstrate that wood sourcing complies with Lenzing’s high standards, the suppliers are certified according to recognized sustainability criteria, such as the FSC® and PEFC™ standards.
Lenzing actively takes responsibility for nature and the socio-economic environment
Innovation pioneer

Sustainability is a prerequisite and imperative for each Lenzing innovation. With its innovative strength and focus on quality, Lenzing sets standards for the field of wood-based cellulose fibers and drives new developments. The innovations of the last years cover the Viscose fiber Lenzing™ ECOVERO™ and the REFIBRA™, Eco Cycle, Eco Disperse, and Eco Color technologies.

Eco Disperse technology enables VEOCEL™ Lyocell fibers to break down and biodegrade after flushing. The shortcut fibers combine mechanical disintegration with biological disintegration – without compromising effective performance characteristics. VEOCEL™ Lyocell fibers with Eco Disperse technology feature wet strength and effective liquid management.

Lenzing’s pioneering Eco Cycle technology involves upcycling up to one third of cotton scraps, from garment production, in addition to wood pulp sourced from sustainably managed forests. The combined raw material is transformed to produce new virgin VEOCEL™ Lyocell fibers that are certified clean and safe. These fibers for nonwoven applications offer roll-goods manufacturers a convenient way to enhance sustainability without the necessity to engage in mechanical recycling.
Eco Color technology implements the process of spun-dyeing, where color pigments are deeply embedded into TENCEL™ Modal fibers. This eco-responsible technology offers long-lasting color-fastness. Spun-dyed TENCEL™ Modal fibers provide efficient ecological advantages, substituting the resource intensive conventional dyeing process. Water and energy are used sparingly throughout the fiber production process. Compared to conventionally dyed fabrics, up to 50% of energy and water can be saved as well as 60% less carbon footprint.

REFIBRA™ is a technology for the production of TENCEL™ Lyocell fibers, which is based, among other things, on cotton scraps left over from the production of cotton clothing. TENCEL™ Lyocell fibers with REFIBRA™ technology use wood as well as recycled materials for pulp production. With REFIBRA™, Lenzing is supporting new solutions to introduce a circular economy in the fashion industry.

Lenzing’s leading role in sustainability was underscored with the introduction of Lenzing™ ECOVERO™, a high-performance Viscose fiber with a very favorable ecological footprint. Special technology supports the identification of this fiber in the finished products. This new system ensures the identification of Lenzing™ ECOVERO™ fibers in the finished textiles, which guarantees transparency along the entire processing chain.
The Lenzing fiber world

New look, new structure. Since February 2018, Lenzing and its product brands have had a new appearance.

TENCEL™ is Lenzing’s flagship brand for textiles and stands for a variety of specialized applications like Denim, Intimate, Active or Home. It covers Lyocell as well as Modal fibers. VEOCEL™ is the new product brand for a broad range of nonwoven applications for everyday use such as baby care, beauty, body and intimate care and surface cleaning. Fibers under the LENZING™ brand are ideally suited for technical applications like Packaging, Agriculture, Engineered Products, Protective Wear and Workwear.
Increased transparency with the Lenzing Branding Service

The digital Lenzing E-Branding Service provides value chain transparency and protects and manages the Lenzing brand portfolio. It strengthens communications and interactions with relevant value chain partners.

The Lenzing Branding Service is the point of contact for all Co-Branding activities. The installed process allows partners at the end of the value chain to trace back the origin of their used fabrics.

Making it visible

Lenzing Certification and Licensing agreements help partners in the value chain to develop effective marketing activities in connection with Lenzing fibers. The agreements give companies the opportunity to promote their products with everything the Lenzing fiber brands stand for like transparency, quality and sustainability. They are designed to protect the Lenzing trademarks and Lenzing’s business partners.

brandingservice.lenzing.com
Beyond Fiber Academy

People are at the core of Lenzing’s business success. The concept of lifelong learning and personal development creates an inspiring working environment in which networking and knowledge sharing can be lived and practiced. Another step towards this philosophy is the creation of the Lenzing Beyond Fiber Academy.

The Lenzing Beyond Fiber Academy is a unique program for companies along the textile value chain. It is designed to bring the Lenzing fiber world closer to its partners. Worldwide or at the Lenzing site, our experts share their knowledge and help to understand textile processes. In intensive trainings, full of practical examples, participants have the opportunity to expand their knowledge.

The program offers three different trainings:

**Beyond Fiber Academy I - Deep dive on your site**

This training gives participants the opportunity to choose from different modules like TENCEL™ fiber properties, requirements for successful fabric development or processing of TENCEL™ fibers.

**Beyond Fiber Academy II - Get to know Lenzing**

This training takes place at the Lenzing site in Austria. Participants learn all about TENCEL™ fibers and their processing options and have the possibility to visit the production site.

**Beyond Fiber Academy III - Fiber processing**

Whatever idea you have or help you need, we have the experts to support you.
Lenzing’s cooperation partners at ITMA

Complex global challenges call for a collaborative approach to designing systemic solutions, involving many stakeholders.

As one of the leaders in wood-based cellulosic fibers, Lenzing has a particular responsibility and an ambition to help raise the bar for sustainability in the textile and nonwovens industries. Transparency is a prerequisite for fostering trust and long-term relationships. Lenzing regularly engages with a wide range of stakeholders and business partners in order to integrate different perspectives, understand global trends, and mitigate risks.

At ITMA more than 20 global partners cooperate with Lenzing and help to create sustainable processes and innovations for the textile and nonwoven industry.
contact for further information

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