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## TENCEL™ Modal fiber with Indigo Color technology won 2022 ITMF Award for Sustainability and Innovation

- The Indigo Color technology features an innovative one-step, spun-dyeing process that delivers superior color fastness relative to conventional indigo dyeing
- Significant savings achieved in water, electricity and chemical usage during fiber production process enhances sustainability of finished products

**20 September 2022** – Lenzing – Lenzing, the world’s leading supplier of sustainably produced specialty fibers, has been recognized in The International Textile Manufacturers Federation (ITMF)’s ITMF Awards 2022 for its unwavering commitment towards paving sustainable practices for the denim industry. Paving a clear path towards a more sustainable denim industry, TENCEL™ Modal fiber with Indigo Color technology was presented with the award for Sustainability and Innovation at the ITMF Annual Conference today in Davos, Switzerland.

First launched in 2021, [TENCEL™ Modal fiber with Indigo Color technology](#) has been established as the foremost fiber solution to address the demand for more eco-responsible fiber alternatives among denim brands and retailers. The new technology incorporates indigo pigment directly into TENCEL™ branded modal fibers using a one-step, spun-dyeing process. Such process delivers superior color fastness relative to conventional indigo dyeing. Compared with traditional rope-dyed indigo yarns, the production of TENCEL™ Modal fiber with Indigo Color technology saves around 99% of water and electricity, 80% of chemicals and even 100% of heat energy, significantly reducing the ecological footprint of denim products.

“At Lenzing, sustainability and innovation are key drivers of our business, and it is truly an honor to be recognized by industry players and the ITMF Awards. Through a blend of eco-responsible materials and pioneering technology, we created a new benchmark for the denim industry with TENCEL™ Modal with Indigo Color technology. We will continue to innovate our fiber offerings to address the rising demand for eco-responsible alternatives. With each fiber innovation, we are one step closer to reducing environmental impact of our textile industry ecosystem,” said Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG.

TENCEL™ Modal with Indigo Color technology fibers offer virtually endless possibilities, from denim to outerwear, active attire and footwear. Without the worry about harmful chemicals, the new fibers can even open up applications for indigo in baby items, such as clothing and sheets.

“While we continue to explore different washes, effects and fiber blends, we are open for innovation and what can be done. Beyond the denim market there are already commercial programs in knitwear. With so many great minds and new ideas out in the market, this is an excellent opportunity to experiment with something new and

lower the environmental footprint,” said Tricia Carey, Director of Global Business Development Denim and Americas, Lenzing AG.

To date, TENCEL™ Modal with Indigo technology has been designated BioPreferred® by the United States Department of Agriculture (USDA) and was certified with the EU Ecolabel.

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**About TENCEL™**

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. TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers to enhance the aesthetics and functionality of fabrics. Through moisture management, TENCEL™ Lyocell fibers can also absorb moisture efficiently. Offering endless design possibilities, TENCEL™ Modal fibers can be blended with other fibers and processed using conventional machinery, significantly improving the softness and comfort of fabrics.

Fibers and filaments used under the TENCEL™ brand are derived from certified and controlled sources following the stringent guidelines of the Lenzing Wood and Pulp Policy. They are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. They are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program. TENCEL™ Luxe is registered by The Vegan Society.

**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

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