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Ref. mg  
Date 5 June 2023

## Lenzing introduces industry's first innovation to mitigate discoloration of cellulosic-based garments during heat molding

- Lenzing's proprietary innovation is the industry's first solution to address the discoloration and yellowing of seamless and light-colored garments made with cellulosic fibers due to high-temperature heating
- The technology will initially be rolled out in the innerwear and shapewear segment, and will later be extended to outdoor apparel and other ready-to-wear industry segments globally
- First adopters on a commercial scale include fabric mill partner Yelin

**Lenzing** – Lenzing Group, a leading global producer of wood-based specialty fibers, has introduced a new processing solution that mitigates the yellowing of garments and fabrics made with wood-based cellulosic fibers during high-temperature production processes. With an initial rollout that targets innerwear and subsequently outerwear and ready-to-wear garments, the solution is the first in the industry to address the technical challenge during the garment molding process. Lenzing is also taking on next steps to explore other potential applications, such as in heat seal processes of garments, and seamless stitching processes that involve heat seal adhesive tapes and bonding machines to replace traditional sewing.

“Discoloration has long been a lingering issue for the industry,” said **Rex Mok, Vice President of Fiber Technical Marketing and Development at Lenzing**. “Through ongoing innovation and close collaboration with fabric mill partners, we have not only addressed a common technical challenge, but also enhanced sustainability in the value chain with the potential to increase usage of botanic fibers across innerwear and outdoor garments. The latest technological innovation also speaks to Lenzing's efforts to improve and widen the application of cellulosic fibers, such as TENCEL™ Lyocell and Modal fibers, which are derived from sustainable wood sources and produced using environmentally responsible processes. This serves as part of our wider commitment to drive the sustainable development of the textile value chain.”

### Enhanced product aesthetics will unleash design possibilities with sustainable cellulosic fibers

Discoloring and yellowing issues caused by high-temperature molding have traditionally been inevitable during the garment production process. While chemicals could be used to minimize discoloring issues in synthetic fibers, this method does not work as effectively as it does in wood-based cellulosic fibers. With Lenzing's proprietary

solution, such challenge is mitigated, eliminating the bottleneck fabric mills experience during the production and dyeing of light-colored garments made of wood-based cellulosic fibers.

Leveraging the new innovation, Lenzing's mill partners can now benefit from the adoption of a broader spectrum of colors and shades, bringing more diversified fabric and garment offerings to consumer brands. Given the diversified needs among different mill partners, Lenzing's technical experts will work closely with fabric mills to provide a technical analysis of fibers and fabrics, recommendations, and ongoing support through to the end-garment stage.

**Li Wei, Product Development Manager, at Yelin** said, "Our customers have been positive about the visible improvement of the yellowish issues in fabrics during the high temperature molding process. Lenzing team's processing solution and technical support have made our lives easier, allowing us to find the sweet spot for different combinations of fabrics and colors."

### **Address industry needs, from innerwear to outdoor and other ready-to-wear garments**

During the initial phase, the proprietary technology will be used in the production of seamless lingerie and shapewear globally, with a proactive strategy to introduce the technology to outdoor apparel and other ready-to-wear garments thereafter. Waterproof garments, windbreakers, jackets and other weatherproof clothing that are produced using a stitch-free technique or heat seal bonding will also benefit from the increased color and design possibilities.

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

### **For more information please contact:**

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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 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 2022**

Revenue: EUR 2.57 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 8,301

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