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Date 28 August 2023

Lenzing expands REFIBRA™ technology to LENZING™ ECOVERO™, setting new responsible viscose standards for textile circularity

- Lenzing provides new solution to combat global textile waste by expanding the eco-efficient REFIBRA™ technology to LENZING™ ECOVERO™ branded viscose fibers
- Available worldwide, LENZING™ ECOVERO™ with REFIBRA™ technology features up to 20% of recycled raw material content from post-consumer textile waste, with an aim to increase the ratio in the future
- The new offering empowers value chain partners to join forces with Lenzing to accelerate the transition to a circular textile economy

Lenzing – Lenzing Group, a world-leading producer of wood-based specialty fibers, has launched LENZING™ ECOVERO™ with REFIBRA™ technology at this year's Intertextile Shanghai Apparel Textile Fair and Trade Show. Building on the success of TENCEL™ Lyocell fibers with REFIBRA™ technology, the expansion of the REFIBRA™ technology to LENZING™ ECOVERO™ will help Lenzing increase the overall post-consumer content in its products. The expansion further highlights Lenzing's ongoing stride towards the transition to a circular economy in textile and fashion with its innovative, future-proof solutions.

“As climate change compels eco-conscious living, Lenzing collaborates with the industry to forge a future defined by collective engagement and systematic change, steering us toward a circular economy,” said **Florian Heubrandner, Executive Vice President Global Textiles Business at Lenzing**. “LENZING™ ECOVERO™ with REFIBRA™ technology is well-positioned to meet the surging demand for diverse circular design innovations. This new offering empowers like-minded fabric mills, garment manufacturers and consumer brands to embark on this transformative journey alongside Lenzing – breathing new life into post-consumer textile waste while anchoring circularity at the core of the textile value chain.”

Scaling circular responsible viscose fiber production for global textile market

Through Lenzing's successful development and scaled production, LENZING™ ECOVERO™ with REFIBRA™ technology is now available to customers worldwide. Maintaining the eco-responsible benefits of the original LENZING™ ECOVERO™, the new viscose fiber with REFIBRA™ technology comprises up to 20% of post-

consumer textile waste, which is sourced from cellulose-rich materials or polyester-cotton blends. The waste is collected and sorted in collaboration with key industry and innovation leaders who champion post-consumer textile recycling programs.

Unleashing unlimited product possibilities with circular solutions

Driven by its [“Better Growth”](#) strategy, Lenzing consistently embraces circularity in textiles and empowers itself and its value chain partners to drive systemic change for a greener future. LENZING™ ECOVERO™ with REFIBRA™ technology plays a crucial role in this vision, filling the gaps for mills, manufacturers, and brands that seek to meet evolving industry requirements and consumer preferences globally.

This new fiber is identifiable at every stage of the supply chain, from fabric to final product, ensuring traceability and transparency. This empowers brands and retailers to offer genuine products while enabling consumers to make informed purchases.

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

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About LENZING™ ECOVERO™

Produced by The Lenzing Group, 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.

The fibers are biodegradable, versatile and can be tailored to a sustainable lifestyle that contributes to a cleaner environment, ensuring consumers’ fashion choices are environmentally responsible with lower environmental impact.

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 2022

Revenue: EUR 2.57 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 8,301

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