

Press Release

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Refibra™ fiber – Lenzing’s initiative to drive circular economy in the textile world

- **New fiber generation based on cotton scraps and wood**
- **Another milestone in Lenzing’s innovation heritage**
- **Close cooperation with leading textile chains**

Lenzing – Lenzing achieved another milestone in its innovation heritage in the textile industry by developing a new fiber based on cotton scraps and wood. The Refibra™ fiber is the first cellulose fiber featuring recycled material on a commercial scale and was launched today at Première Vision textile fair in Paris. The fiber is produced in the lyocell production process. The lyocell fiber TENCEL®, already a market success as an eco-friendly fiber, is now achieving another key milestone by creating from natural resources what is likely the most sustainable fiber. The Refibra™ fiber from cotton scraps and wood will further build Lenzing's reputation as a leader in the field of environmental fiber technology and will push new solutions in the textile industry towards circular economy by recycling production waste.

"For Lenzing, developing circular business models in the fashion industry ensures the decoupling of business growth from pressure on ecological resource consumption. It reduces the need to extract additional virgin resources from nature, and reduces the net impact on ecological resources," explain Stefan Doboczky, CEO of Lenzing Group and Robert van de Kerkhof, CCO.

Refibra™ fiber - Reborn TENCEL® fiber

The new TENCEL® generation Refibra™ stands for "Reduce, Reuse and Recycle". "The brand name Refibra™ and the claim 'Reborn TENCEL® fiber' illustrate immediately that this new kind of fiber is made of recycled materials promising reduced reliance on natural raw materials. Because Refibra™ is based on the lyocell production process, which has been internationally recognized for its environmentally responsible closed loop production process, the Refibra™ fiber offers a deep sustainability profile that clearly contributes to circular economy," van de Kerkhof explains.

Refibra™ fiber with identification

Transparency becomes more and more an issue in the textile industry to prove for example material origin. To assure customers that the fiber, made from recycled material, is really in the textiles,

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Lenzing has developed a new identification system. The system makes it possible to identify the Refibra™ fiber in the finished textile. This guarantees transparency in the overall processing chain. The Refibra™ fiber itself is part of the global Lenzing Branding Service and the brand is licensed once the textile has undergone a certification process.

International partnerships for circular economy

"Close cooperation with leading companies who attach particular importance to sustainability is a prerequisite for a successful market launch," van de Kerkhof comments. "These pioneering companies offer the possibility of jointly developing concepts that contribute to a more sustainable fashion industry and promote the circular economy in this sector as well."

For a better planet

The need for clothing will have doubled by the year 2025. This amount of clothing signals a major burden for our environment. 80 percent of the clothing we throw away ends up in landfills. An estimated 50 million tons of clothing are thrown away every year. "TENCEL® itself is an environmentally responsible fiber of botanic origin. With the Refibra™ fiber, we add to the future of manufacturing and start to reassess waste as resource. The target is to close the loop. We will not stop our innovation before we are there," van de Kerkhof said. "Lenzing is working for a better planet."

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The Lenzing Group

The Lenzing Group is a world market leader headquartered in Austria, with production sites in all major markets as well as a worldwide network of sales and marketing offices. Lenzing supplies the global textile and nonwovens industry with high-quality, botanic cellulose fibers. Its portfolio ranges from dissolving pulp to standard and specialty cellulose fibers.

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Lenzing quality and innovative strength set global standards for cellulose fibers. With 78 years of experience in fiber production, the Lenzing Group is the only company worldwide combining the manufacturing of all three cellulose fiber generations on a large scale under one roof – from the classic viscose to modal and the lyocell fiber TENCEL®.

The success of the Lenzing Group is based on its consistent customer orientation together with its leadership in innovation, technology and quality. Lenzing is committed to the principles of sustainable management and very high environmental standards. In addition to its core business of fibers, the Lenzing Group also operates in the field of engineering and plant construction.

Key Facts & Figures Lenzing Group 2015

Revenue: EUR 1.98 bn

Fiber sales volumes: 965,000 tons

Employees: 6,127

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