

Press Release

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The Lenzing Group steps up its activities in Turkey

- **Independent sales and marketing office is opening its doors to give customers a better service**
- **Team expanded to eleven employees in sales, business development and technical customer service**
- **Showroom set up to bring the applications for Lenzing™ fibers to life for customers**

Istanbul – The Lenzing group, leading in the production of botanic cellulose fibers, set up its first independent sales and marketing office in Istanbul on Wednesday, 19 April 2017. Greater proximity to customers and being present in one of the most important textile markets in the world played a key role in this decision.

“Our goal is to be available to our customers both quickly and directly”, Thomas Obendrauf, CFO of Lenzing AG, explains. “In our new corporate strategy sCore TEN, proximity to our customers is one of the most important elements for sales and marketing. With this in mind being directly available at the site is crucial. And so we are appointing a team of eleven employees in Istanbul”, Obendrauf continues.

“Our office in Istanbul gives us the possibility to interact more extensively with the production sites and the other offices in our group. It will also improve the service we offer our customers”, Vineet Singhal, Senior Vice President AMEA (Asia, Middle East and Africa), comments. The new office will fall within his regional area of competence.

Showroom open to all customers

The Turkish Team (Team Turkey) of the Lenzing group includes eleven employees who will focus on sales, business development and technical customer service. A showroom featuring the different Lenzing™ branded fibers, the processed products and the final applications for both textiles and nonwoven products is open to all customers and business associates. The latest innovations of the Lenzing group will also be on display here. “Our office should be a meeting-place and among other things somewhere where the multi-faceted Lenzing™ fiber world can be presented”, Jürgen Eizinger, Commercial Director Turkey & MEA and Chairman of Lenzing Elyaf A.S., says.

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Being close to our customers will allow us to accompany regional innovations and bring new products to the market together with our customers. “Turkey is an important textile processor as well as being an interesting consumer market“, Eizinger elaborates. “To enhance the quality our customers demand, it is important that we guide the processing of our fibers at all phases of the value-added chain“, Niyazi Bahar, Vice Chairman of Lenzing Elyaf A.S. and Hale Saracoglu, responsible for Business Development Turkey, comment.

Turkey – important for Lenzing

The Turkish textile and nonwovens market is particularly important for Lenzing. “We see Turkey as a growth market especially for specialty fibers since for the European Union it is THE country of import for textiles per se. The geographical proximity offers a logistical advantage“, Eizinger says.

Marketing activities intensified

By opening our own office numerous activities can be better planned and carried out on-site. First and foremost the contact with domestic brands and retailers will be intensified to be able to elaborate joint Branding Programs. The goal is also to increase the brand awareness of Lenzing™ fibers in Turkey. Collaboration with specialized associations and institutes and co-operation with universities will be another main focus.

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The Lenzing Group

The Lenzing Group is a world market leader headquartered in Austria, which operates 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 wood pulp to standard and specialty cellulose fibers.

Lenzing's quality and innovative strength set global standards for cellulose fibers. With 79 years of experience in fiber production, the Lenzing Group is the only company in the world which is able to produce significant volumes of all three cellulose fiber generations – from

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the classic Lenzing Viscose® branded fibers to the Lenzing Modal® branded fibers and the TENCEL® lyocell fibers. In 2016 Lenzing introduced the Refibra™ branded recycling fiber, a product innovation based on recycled cotton scraps.

The Lenzing Group's success is based on consistent customer orientation combined with innovation, technology and quality leadership. Lenzing is committed to the principles of sustainable management with very high environmental standards and can underscore this commitment with numerous international sustainability certifications for its business processes as the most sustainable company in the sector. In addition to fibers, which form the core business, the Lenzing Group is also active to a lesser extent in the fields of engineering and plant construction.

Key Facts & Figures Lenzing Group 2016

Revenue: EUR 2.13 bn
Fiber sales volumes: 978,000 tons
Employees: 6,218

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