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TENCEL™ brand launches Tree Climate fabric collection for sustainable outdoor apparel

- Tree Climate fabric collection by TENCEL™ redefines sustainability in functional outdoor fabrics with moisture management, optimum breathability, and reduced carbon footprint
- Environmental impact of TENCEL™ branded fibers used in the collection is amongst the lowest of all materials on the Higg Materials Sustainability Index
- Variety ranges from next-to-skin base layer and biodegradable wadding to water and wind repellent outer layers made of wood-based TENCEL™ Lyocell fibers

Lenzing – Lenzing, a leading global producer of wood-based specialty fibers, has today launched the Tree Climate fabric collection by TENCEL™, curated by outdoor fabric innovators David Parkes and Marco Weichert, at Performance Days in Munich.

The new Tree Climate outdoor fabric collection features the wide range and versatility of TENCEL™ branded lyocell fibers. It displays a great variety of base, mid, and outer layer fabrics each offering a range of inherent performance qualities, as well as waddings made of wood-based TENCEL™ Lyocell fibers for outdoor applications. The three-fold collection allows the creation of synthetic free and enhanced synthetic content layering solutions for different weather conditions. The environmental impact of the fibers is amongst the lowest of all materials according to the Higg Materials Sustainability Index, an industry-wide tool that measures and communicates the environmental impact of materials used for apparel. In addition to the clear sustainability benefits, the collection demonstrates the versatility of TENCEL™ Lyocell fibers in functional outdoor applications. Wind and water resistant, with optimum breathability and thermal regulation, makes the fabric ideal for outdoor sports lovers all year round. The fibers, which are gentle on skin, also blend well with natural fibers such as wool and hemp.

“We are delighted to launch our new Tree Climate fabric collection and showcase at Performance Days, the industry leading functional fabric fair in Munich today,” said Andreas Gürtler, Senior Manager of Global Business Development Active Sportswear at Lenzing. “We are extremely proud of what we have created with the help of renowned curators David and Marco. The fibers, which have high-performance attributes and super soft feel, are

also biodegradable. Coupled with carbon-zero fibers, this fabric collection is poised to bring a wave of positive change to the outdoor apparel and the environment.”

Bringing positive impact to the outdoors through innovation and collaboration

Outdoor lovers care for the environment. Product origin and its end-of-life impact on the environment are often key topics that are close to their hearts when they choose performance apparel. Through collaboration and innovation with inspirational experts, David Parkes and Marco Weichert, Lenzing is able to ensure the performance of fabric used in outdoor apparel, whilst also ensuring positive environmental impact.

“Sustainability has become a minimum requirement in the outdoor market. The industry is in need of climate neutral fibers, that are nature-based and can claim a function out of nature. Lenzing is providing some of the best fibers for the active market with its TENCEL™ Tree Climate collection. It offers nature based, biodegradable fibers with superb functional attributes such as climate control and moisture management. I am thankful that I had the chance to participate in this project and I am confident that it will do well,” said Marco Weichert, Founder of Performance Days and CEO of Weichert Agencies.

“Performance apparel defines itself through innovative and practical textiles, and the consumer has recognized this for several decades. It is a leader in textile development, and has assumed that role, with accountability, in textile sustainability and environmental awareness. I have been inspired by the sustainability of this generation of TENCEL™ fibers, their attractive aesthetics and impressive thermal and comfort characteristics,” added David Parkes, Founder and CEO of Concept III.

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

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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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