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#ItsInOurHands: New eco-initiative for biodegradable wipes

- The #ItsInOurHands initiative triggers a new era of biodegradable wipes by facilitating a dialogue between eco-conscious consumers of wipes, sustainability experts and like-minded peers to advocate the usage of more sustainable raw materials.
- Change is imminent for wipes products: The EU is working on consumer-friendly labelling of single-use plastic products. Up until today, consumers have been unaware of the presence of plastics in most of wet wipes. As a viable raw material replacement, wood-based cellulose fibers will drive a new era for scalable introduction of biodegradable wet wipes.

25 October 2019, Berlin/Lenzing – The #ItsInOurHands initiative encourages consumers to enjoy the convenience of wet wipes by making a conscious product choice. VEOCEL™ - the specialty fiber brand for beauty, home and personal care products produced by the Austrian based Lenzing AG - has introduced the new eco-initiative at the Sustainable Retail Summit in Berlin:

„An increasing number of people are using wet wipes on a daily basis because they are practical, hygienic and ready to hand. However, only a few people know that a considerable share of these wipes contain plastic and thus can potentially be harmful to the environment if disposed in an inappropriate way. Thus, wipes made from cellulose fibers would provide a biodegradable alternative for consumers“, explains Jürgen Eizinger, Vice President of Global Business Management Nonwovens, Lenzing AG.

„Responsible Convenience“: a category which needs to be rethought

If consumers were equipped with the right information and knowledge around raw materials used in wipes, perhaps they would choose their product more eco-consciously. According to industry findings, less than 10 percent of consumers know about the fossil-based plastic in wipes – but 9 out of 10 respondents would prefer to

use a sustainable and biodegradable alternative.¹ „It is time for the industry and consumer to work together to completely redefine this product category to protect the environment“, Eizinger continues.

Very soon, the day will come when everybody in the value chain - from manufacturers, to brands and retailers - will have to face the environmental challenges presented by our polluted environment and oceans. In line with global efforts by legislators to reduce plastic waste, the EU has recently published a directive for single-use plastic products. Through this new EU initiative, wet wipes products now require labels indicating the presence of plastic in its ingredients, the appropriate product disposal methods, and any possible negative impact the product may have on the environment. Wood-based cellulose fibers from Lenzing AG offer an alternative to fossil-based plastic in wet wipes to allow for responsible convenience both now and in the future. Derived from the renewable material wood in an eco-responsible production process, these botanic fibers are completely biodegradable and revert back to the environment.²

#ItsInOurHands: The initiative for consumers who care

Hosted by VEOCEL™, #ItsInOurHands encourages consumers to enjoy everyday natural convenience by opting for biodegradable solutions. Sustainability experts as well as like-minded eco-supporters and brands will collaborate to raise awareness, educate and enable change - for the planet and generations to come.

VEOCEL™ as a „Label of Trust“

„Consumers who wish to make a sustainable purchasing decision need guidance and assurance in the process. That is why, earlier this year, Lenzing has unveiled the new certification criteria for its brand, which only allows the usage of biodegradable cellulosic fibers in wipes branded with VEOCEL™. Acting as a “Label of Trust”, consumers can be sure that the product they are buying is sustainable just by recognizing the VEOCEL™ logo“, Jürgen Eizinger explains. With this industry-first approach, VEOCEL™ fibers are laying the foundation for responsible convenience.

¹ Source: Dynata Online Survey, n=1,413

² Cf. LENZING™ fibers are completely biodegradable in water, soil and compost. Organic Waste Systems (OWS) and the TÜV confirm the biodegradability of fibers even in fresh water. Press release from 19 August 2019

Please download all images [HERE](#).



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03_Lenzing_ Jürgen Eizinger
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About VEOCEL™

VEOCEL™ is Lenzing Group's flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility.

The VEOCEL™ product portfolio includes VEOCEL™ Lyocell and VEOCEL™ Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature's cycle. These fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface and its fibers are used in baby care, beauty and body care, intimate care and surface cleaning products.

Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. The fibers are compostable and biodegradable, enabling them to break down safely into raw materials and fully revert back into the environment.

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 level of 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.

Key Facts & Figures Lenzing Group 2018

Revenue: EUR 2.18 bn

Nameplate capacity: 1,034,000 tons

Employees: 6,839

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Disclaimer: The above financial indicators are derived primarily from the IFRS consolidated financial statements of the Lenzing Group. Additional details are provided in the section "Notes on the financial performance indicators of the Lenzing Group", in the glossary to the Annual Report and in the consolidated financial statements of the Lenzing Group.
