Lenzing celebrates one year launch of carbon-zero TENCEL™ branded fibers with expansion to REFIBRA™ technology

- Addressing market needs for circular economy solutions and reinforcing Lenzing’s commitment to achieving net-zero emissions by 2050
- Key milestones achieved since launching one year ago with an overwhelming response from global fashion brands including JACK & JONES using carbon-zero TENCEL™ branded lyocell fibers in its latest jeans range
- Continue to gain momentum from mill partners around the world to further innovate raw material usage

21 September 2021, Lenzing – Celebrating the first anniversary of the launch of carbon-zero TENCEL™ branded fibers, the Lenzing Group today announced the expansion of carbon-zero TENCEL™ branded fibers to REFIBRA™ technology to address the growing industry demand around “circular fashion” and carbon neutrality. The first carbon-zero TENCEL™ branded lyocell and modal fibers, which launched last year, have continued to gain momentum among industry partners including fashion brands and mills. Available in September 2021, the expansion aims to provide more innovative solutions for fashion brands to meet carbon reduction targets and consumers to enjoy sustainable products, reinforcing Lenzing’s commitment to achieving net-zero CO₂ emissions by 2050.

The expansion demonstrates Lenzing’s solid commitment to building a truly sustainable textile industry, not only through the reduction of carbon footprint, but also via increased circularity through the REFIBRA™ technology. This pioneering technology involves upcycling cotton scraps from garment production and transforming them into cotton pulp. The cotton pulp is then added to sustainably sourced wood pulp to produce virgin TENCEL™ Lyocell fibers. This innovation reinforces Lenzing’s ongoing effort to the Science Based Targets (SBT) initiative and support of the United Nations Sustainable Development Goals to limit global warming.

“Although more supply chain partners, brands, and retailers are proactively searching for ways to reduce carbon emissions to align with the United Nation’s global climate goals, the textile industry still has a long journey ahead to reach its goal of carbon-zero status. We hope that, by sharing our latest innovations such as the carbon-zero TENCEL™ branded fibers with REFIBRA™ technology, we can make carbon-zero initiatives mainstream practices, ultimately achieving a carbon neutral textile industry,” says Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG.
Joining forces with brand and mill partners across the value chain

JACK & JONES, an international leading denim brand and a long-time partner of Lenzing, has been championing sustainability with its low-environmental impact products. This is echoed in the brand’s latest range of jeans that incorporates 38% of carbon-zero TENCEL™ Lyocell fibers, offering high environmental value and benefits of long-lasting softness, silky smoothness, enhanced breathability, color retention and being gentle on the skin.

“The JACK & JONES team is delighted to partner with TENCEL™ to bring to life more sustainable products that are also comfortable and of high quality, showcasing our unwavering commitment to enhancing sustainability in the fashion world,” said Mikkel Hochrein Albrektsen, Creative Buying Manager of JACK & JONES.

Additionally, Lenzing is expanding collaboration with fashion brands across the globe to integrate carbon-zero TENCEL™ fibers in their latest collections. From leading Chinese lingerie brand, Aimer, Chinese premium home textile brand, Luolai, German fashion label, ARMEDANGELS, Danish clothing label, Selected FEMME, Korean fashion brand Cozynet, Portuguese premium fabric producer and intimate brand, IMPETUS to US-based home furnishings retailer, West Elm, companies across the fashion and home segments are actively reviewing their raw material usage to go carbon-zero. Through a “reduce-engage-offset” approach, Lenzing is also working closely with supply chain partners such as Al Karam, Calik, Samil and WTS to innovate raw material usage and technologies to bring new sustainable fiber types to the textile market.

“As a textile producer, it is our responsibility to enhance sustainability in the textile industry,” said Luis Antonio Aspillaga, CEO of WTS (World Textile Sourcing). “We are proud to collaborate with Lenzing and offer eco-friendly products which uses carbon-zero TENCEL™ fibers, thus contributing to the well-being and protection of our planet.”

Building on carbon zero and circularity momentum to achieve net-zero by 2050

By offering carbon-zero TENCEL™ fibers with REFIBRA™ technology, Lenzing provides the industry more sustainable material options right from the beginning of the product life cycle, bringing Lenzing one step closer to its goal of reaching zero carbon emissions by 2050. Moving forward, Lenzing will continue to work with industry partners to reduce the product’s carbon footprint and offset unavoidable emissions to ultimately drive decarbonization in the textile industry.

Images related to the announcement can be downloaded HERE.
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**About TENCEL™**

TENCEL™ is the textile specialty brand under The Lenzing Group that covers textile specialty product fiber offerings for apparel and home. The TENCEL™ product brand portfolio defines a new evolutionary step in terms of sustainability, functional benefits, natural comfort and caters for distinctive everyday usage or application. 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 can enhance the breathability of fabrics and have a minimal static charge when used in fabrics. Fabrics made of TENCEL™ 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. A variant of the Lyocell production process also produces the TENCEL™ Luxe branded lyocell filament yarn, which is an extremely fine filament yarn for luxury fabrics and supremely smooth to the touch. Exhibiting high flexibility, TENCEL™ Modal fibers enhance textiles with a naturally soft quality. 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. Namely, TENCEL™ branded modal and lyocell fibers 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 ladies 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 2020**

Revenue: EUR 1.63 bn  
Nameplate capacity: 1,045,000 tons  
Employees: 7,358  
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