

# Press Release

---

Lenzing Aktiengesellschaft  
Werkstraße 2  
4860 Lenzing, Austria  
www.lenzing.com

**Phone** +43 (0) 7672 701-2713  
**Fax** +43 (0) 7672 918-2713  
**E-mail** w.kaserer@lenzing.com

**Ref.** kawa  
**Date** 2017/09/12

## Lenzing Opens New Application Innovation Center in Hong Kong

- New state-of-the-art fiber and fabric testing center
- Development of new applications on site
- Expansion of cooperation with partners along the value chain in Asia

Hong Kong/Lenzing – The Lenzing Group is setting a further milestone in intensifying its cooperation with the partners along the value chain by its opening of a new Application Innovation Center (AIC) in Hong Kong. New applications for Lenzing fibers will be developed and tested at the new facility, among them applications for recent innovations like the Refibra™ branded lyocell fiber and the EcoVero™ branded viscose fiber.

“With this new center Lenzing is further implementing its corporate strategy sCore TEN. One of the cornerstones of this strategy is enhancing the level of customer intimacy. The proximity to important Asian customers and partners along the value chain creates a new dimension in our service offering”, says Robert van de Kerkhof, Chief Commercial Officer of the Lenzing Group. “We can react more quickly to current trends and handle a broad spectrum of aspects on location relating to the application with our full range of fibers as well as unique fiber blends in collaboration with our supply chain partners. Herewith we can develop highly aesthetic, emotional and functional products around the world”, van de Kerkhof adds.

“This new Application Innovation Center is an integral part of our global technology network, from our R&D department and fiber processing laboratory in Lenzing to our fiber testing facility in Indonesia”, states Heiko Arnold, Chief Technology Officer of the Lenzing Group. Accordingly, Lenzing is underlining its global innovation leadership. “Lenzing’s research and development expenditures amounting to EUR 46.4 mn in the last financial year are among the highest within the peer-group internationally. The bottom line is that these investments benefit our customers, because they can optimally differentiate themselves from the competition by using innovative Lenzing products”, Arnold adds.

# Press Release

---

“In this cross-learning center for Lenzing and our partners new applications will be tested for commercializing fiber innovations. This will contribute to Lenzing’s ability to even more quickly and effectively transfer its innovative strength to our customers”, Eric Chan, General Manager of Lenzing Fibers Hongkong says. “Moreover, the new AIC also enables prototype production of textile fabrics made of Lenzing fibers, from the concept, dyeing and finishing to the precise measurement of all product data”, he adds.

The Lenzing Application Innovation Center starts its operation as of now and is open for visitors from the whole industry.

**Photo download:**

<https://mediadb.lenzing.com/pindownload/login.do?pin=5NQUAU>

PIN: 5NQUAU

**For more information, please contact:**

Waltraud Kaserer

Vice President Corporate Communications & Investor Relations

Phone: +43 (0) 7672 701-2713

E-mail: [w.kaserer@lenzing.com](mailto:w.kaserer@lenzing.com)

---

**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 the classic Lenzing Viscose® branded fibers to the Lenzing Modal® branded fibers and the TENCEL® branded lyocell fibers. In 2016 Lenzing introduced the Refibra™ branded lyocell fibers, 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

TENCEL®, Refibra™, EcoVero™, Lenzing Modal® and Lenzing Viscose® are trademarks of Lenzing AG.

---