

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

Phone +852 3718 5675
E-mail r.ng@lenzing.com

Date March 31, 2021

Lenzing announces TENCEL™ #checkwhatsgood campaign to celebrate Earth Day 2021

Lenzing – After a year that brought sudden change to the world, a key focus in 2021 has been to restore life to the way it should be. Bringing the theme of this year’s Earth Day, “RESTORE OUR EARTH™” to life, Lenzing’s TENCEL™ brand will rollout a new action-oriented social media campaign, #checkwhatsgood. The campaign aims to bring attention to sustainable fashion and purchase habits alongside a variety of global and regional brands, designers and influencers. In addition, the TENCEL™ brand will continue its partnership with One Tree Planted for the third consecutive year and develop new partnerships with NGOs to drive consumer actions.

TENCEL™ makes a difference with #checkwhatsgood

With numerous fashion brands to choose from, consumers have been looking for ways to identify brands that truly emphasize on responsible production. As brick-and-mortar stores became inaccessible during the pandemic, shopping habits have shifted to almost exclusively online in many countries. To help restore consumer trust, Lenzing is launching #checkwhatsgood, an eco-conscious movement that runs on social media channels.

The campaign aims to encourage consumers to join the environmental responsible movement by making smart choices in fashion purchases. One of the campaign’s main goals is to highlight the TENCEL™ logo as a mark of conscious design.

Additionally, the TENCEL™ brand will be running different activations. Instagram filters, pop quizzes and a few surprise influencer engagements are all in the lineup for Earth Day celebrations. The Instagram campaign will begin on April 01, and users can share photos and videos of what exactly is good for the planet and fashion industry.

Helping the world with existing and new partners

To build and create partnerships in support for a brighter future, Lenzing is supporting various Earth Month activations regionally. In the U.S since 2019, Lenzing has supported the planting of more than 26,000 trees through partnership with One Tree Planted, a charity that helps global reforestation efforts. To reaffirm Lenzing's commitment, the TENCEL™ brand will initiate the planting of 10,000 trees.

Lenzing is also partnering with Lindungi Hutan, an NGO from Indonesia that focuses on website crowdfunding for planting trees, reforestation and one of the platforms that aim to save Indonesia from deforestation. The partnership will feature a campaign to drive donation for tree-planting in Indonesia.

Given consumer education is key to driving sustainability efforts, Lenzing will partner with Fashion Revolution Japan to conduct educational panel discussion and interactive workshops for consumers. Lastly, Lenzing will join hands with DripbyDrip, an NGO from Germany committed to tackling water issues in the fashion and textile industry. DripbyDrip will introduce an educational program to showcase how high water consumption and subsequent waste can be in manufacturing garments and highlight ways to reduce one's water footprint.

Championing sustainability from home

Nowadays, public safety is the first priority. While vaccinations have been rolled out, the rate of resuming to "normal" varies. As a result, Lenzing is developing a 7-day manual weekly checklist for followers to learn how to reduce carbon footprint and make the world a better place from the safety of their homes. The manual will highlight accomplishable little changes, including how and where to choose sustainable wear.

Earth Month is always a valuable period to reflect on one's own ecological footprints and consider ways to reduce any impact on the planet. The TENCEL™ brand is committed to supporting the fashion industry's eco-movement and bringing sustainable choices for consumers.

Please check out #checkwhatsgood campaign on the TENCEL™ website and social media platforms from April 01, 2021 onward!

<https://www.tencel.com/earth-day-2021>

Photo download:

<https://mediadb.lenzing.com/pinaccess/pinaccess.do?pinCode=v66qLqee8Kcl>

PIN: v66qLqee8Kcl

**Your contact for
Public Relations:**

Rita Ng

Marketing Service Manager – Lenzing
Lenzing Fibers (Hongkong) Ltd.
2 Wing Yip Street, Lu Plaza, Kwun Tong, Kowloon, Hong Kong

Phone +852 3718 5675

E-mail r.ng@lenzing.com

Web www.lenzing.com

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, 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 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™ Modal and TENCEL™ Lyocell fibers, both cellulosic fibers are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. TENCEL™ Modal and TENCEL™ Lyocell fibers are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program.

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

TENCEL™, VEOCEL™, LENZING™, REFIBRA™, ECOVERO™, LENZING MODAL™, LENZING VISCOSE™, MICROMODAL™ and PROMODAL™ are trademarks of Lenzing AG.
