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Lenzing expands innovative fiber identification technology to TENCEL™ branded fibers

- Lenzing's fiber identification technology relies on physical identification of the fiber, enabling traceability and protection from counterfeiting.
- The system will now be expanded to include all fiber types under the TENCEL™ brand, elevating supply chain transparency for the textiles industry.

Lenzing – The Lenzing Group is proud to announce the extension of its revolutionary fiber identification technology to TENCEL™ branded lyocell and modal fibers, solidifying its commitment to providing supply chain transparency along the entire textile production process. The successful launch and feedback from the industry on the system used for LENZING™ ECOVERO™ branded fibers, as well as the growing number of wood-based cellulosic manufacturers, encouraged Lenzing to further expand the technology for the TENCEL™ brand to ensure traceability of its products.

Pioneering technology to increase visibility for brands and consumers

Lenzing's fiber identification technology provides physical identification of fiber origin at different stages of textile products such as the fabric and garment level. This enables full traceability of the fiber, protects from counterfeiting and provides assurance to brands and retailers that their products are made from TENCEL™ branded lyocell and modal fibers. It also guarantees that the fibers are produced in state-of-the-art-production facilities that meet high standards for resource efficiency and environmental and social responsibility. This allows brands and consumers to have full visibility of how and where their products have been made.

Fiber identification will be a vital part of the fabric certification process within Lenzing E-Branding Service. From November 2021, Lenzing will test fabrics for fiber identification, enhancing the security of Lenzing's online services and testing facilities and increasing transparency and security between value chain partners. By the first half of 2022, additional services for brands and retailers will be integrated onto Lenzing E-branding Service.

Enhancing sustainability in the supply chain

The textile industry has always been aiming to tackle environmental issues such as pollution and carbon emissions. Increasingly, brands are embracing sustainability, but the take up has been slow, especially for manufacturers and suppliers. In order to enhance the industry's ability to manage its value chain more sustainably, both brands and consumers must be fully aware of the nature and magnitude of the issues within the process. Tracking and traceability of raw materials in the final product can ensure raw materials originate from responsible resources, comply with industry standards and thereby prevent usage of materials from controversial sources. In the long run, this will help improve the overall sustainability of the industry thanks to informed decision-making by all parties.

“As the awareness of sustainability grows, we see the need to continuously improve transparency and traceability of our products, so as to make sure our brand credentials are well protected and trusted by industry stakeholders and consumers,” says Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG. “By extending the TENCEL™ brand's effort on supply chain transparency with our fiber identification technology, we hope to enable the textile industry to become more sustainable, as well as ensure our brand partners have the credibility to communicate their sustainability efforts and combat greenwashing.”

Protecting brand credentials with eco-friendly assurance

As a result of the push for sustainability in the fashion industry, more brands are looking to commit to sourcing cellulosic fibers from eco-conscious producers with stringent wood sourcing policies and industry-recognized production guidelines in terms of ecological and social impact. Using Lenzing's fiber identification technology and being able to track fibers throughout the process, provides consumers with an assurance that the clothing and home textile products they buy are made of sustainable TENCEL™ branded fibers.

Fostering the future of raw material transparency through fiber identification technology

As brands and consumers become more aware of the importance of informed purchase decisions, it is becoming more imperative to offer proofs around the production process. The combination of both physical and digital traceability allows brands to easily verify the materials used in their products – this will become a key driver in the textile and fashion industry. Through Lenzing's partnership with TextileGenesis™ to launch a blockchain-enabled supply chain traceability platform, in addition to its innovative E-branding Service, Lenzing has been at the forefront of digital traceability and has been creating an unprecedented level of traceability.

“Over the next few years, branded fiber products will employ fiber identification technology on a broader level, and, in time, it will be possible to real time track and trace materials through the supply chains. We hope that our

success can provide the industry with an example of how innovation empowers sustainability and help to shift perception towards proven sustainable solutions,” comments Heubrandner.

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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