

## **Lenzing's VEOCEL™ brand launches hydrophobic lyocell fibers with Dry technology**

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- The VEOCEL™ branded lyocell fibers with the patented Dry technology are an eco-responsible alternative to fossil-based materials in personal hygiene products by providing hydrophobic characteristics whilst being biodegradable and compostable
- The fibers are soft to touch and provide a dry feeling to the wearer when applied within top sheets in personal care products

**30 June 2021, Lenzing** – In its quest to drive greater sustainability in the personal care and hygiene industry, the VEOCEL™ brand has launched a new offering: VEOCEL™ branded lyocell fibers with Dry technology which are naturally smooth and gentle on skin, ensuring comfort for sensitive skin. Absorbent hygiene products are an indispensable part of many consumers' lives and are relied upon daily. As these are essential items, it is important that they should offer maximum comfort and relief to the user. This is demonstrated by the new VEOCEL™ branded lyocell fibers which have the capacity to provide a high level of comfort, softness and dryness, when applied in these types of products.

### **Combining high-performance with sustainability**

Increasingly, consumer expectations are extending beyond functional needs, to focus on natural materials and ingredient transparency. However, consumers should never have to compromise between functionality, comfort and sustainability, and it is critical that such intimate products provide both – as the new VEOCEL™ branded lyocell fibers can offer. While most hydrophobic fibers are fossil-based fibers, Dry technology by Lenzing allows cellulosic VEOCEL™ branded lyocell fibers to achieve similar liquid-controlling properties built on a biodegradable, botanic-derived material. The fibers are also soft to touch and gentle on the skin, thus beneficial for applications that have direct contact with skin, such as in femcare and period care products, adult incontinence products and baby diapers.

“We have observed a growing trend of consumers who are mindful of product ingredients, so we created a product that can offer both sustainability and performance,” said Jürgen Eizinger, Vice President of Global Nonwovens Business at Lenzing. “Our new VEOCEL™ Lyocell fibers with Dry technology are certified biodegradable and compostable – therefore, offering an eco-friendly and quality alternative to fossil-based materials. The VEOCEL™ brand is continually expanding its capacities and innovations for wood-based specialty fibers as a means to reduce the industry's reliance on fossil-based materials in personal care products.”

### Eco-friendly solution to better protect the environment

A recent Stifel survey indicates that 83% of consumers believe it is important for companies to act sustainably<sup>1</sup>. This drive comes from the rising number of eco-conscious consumers, who are acutely aware of the environmental impact of disposable products and are searching for products which are better for the environment. In particular, consumers are increasingly favoring products that are eco-friendly in baby and femcare products. To meet this growing demand and lessen the impact on the environment, VEOCEL™ branded fibers are certified biodegradable and compostable under various conditions.

Not only are the hydrophobic VEOCEL™ branded lyocell fibers with Dry technology environmentally friendly, but they also provide great comfort and a feeling of dryness for the wearer, which comes from enabling strategic fluid distribution. This is a particularly useful trait in absorbent hygiene products as it helps to manage bodily fluids, keeping the surface dry and the touch soft even after encountering liquid. Overall, this contributes to a comfortable personal care experience for the wearer and allows them to feel as if their skin is next to nature.

Photo download: [LINK](#)

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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 features VEOCEL™ Lyocell and Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature's cycle. The 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

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<sup>1</sup>Source: Sustainability Survey and Index Launch, May 2021, Stifel (HB89DJur)

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. All standard VEOCEL™ fibers are certified compostable and biodegradable under industrial, home, soil, fresh water and marine conditions, 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 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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