

Lenzing collaborates with Orange Fiber as part of new TENCEL™ Limited Edition initiative

Lenzing and Orange Fiber introduce the first TENCEL™ branded lyocell fiber made of orange pulp and wood sources – presenting a new sustainable offering for the fashion industry

14 July 2021 – Lenzing & Catania – Lenzing Group, a leading global producer of wood-based specialty fibers, is partnering with Orange Fiber, an Italian company which has patented the pulp production process for citrus by-products, to produce the first ever TENCEL™ branded lyocell fiber made of orange and wood pulp. This new product aims to realize both companies' shared vision to enhance sustainability in the textile and fashion industry. The new TENCEL™ Limited Edition initiative combines the imagination, innovation and inspiration of eco-responsible textiles, through reinventing TENCEL™ branded fibers using unconventional sustainable raw materials.

“The introduction of TENCEL™ Limited Edition leverages our leading edge in highly sustainable production processes and we are proud to collaborate on this special edition fiber series with Orange Fiber.” said Gert Kroner, Vice President of Global Research and Development at the Lenzing Group. “By upcycling waste materials such as orange peels in our products, we are taking proactive steps towards a more sustainable future and minimizing the environmental impact of waste.”

Seeking outside of what is conventionally available

The TENCEL™ Limited Edition in partnership with Orange Fiber presents a novel cellulosic fiber to further inspire sustainability across the industry value chain and push the boundaries of innovation. The fibers are currently being transformed into a new collection of fabrics which Orange Fiber will present to the market in October 2021.

“Lenzing is an industry leader in sustainable fibers and we are proud to partner with them to create this new material which will become a valuable resource for the textile and fashion industry. This pioneering production model can help revolutionize the fashion industry and empower brands who are looking for eco-responsible textile value chains,” said Enrica Arena, Chief Executive Officer of Orange Fiber. “With consumers becoming more eco-conscious, it is imperative for the industry to evolve in tangent and innovate with sustainable materials to stay efficient, competitive and save our planet for future generations. This virtuous synergy represents a fundamental step in our journey towards sustainable fabric production from renewable sources, validates our patent industrially, and enables us to increase our production capacity thus satisfying the needs of fashion brands.”

Innovating with partners across the supply chain

As increased regulations for sustainability pose new challenges for all levels of the supply chain, every stakeholder must work together to support this transition. From manufacturers to retailers, partnerships facilitate



Innovative by nature



the exchange of resources and expertise to resolve the issue of textile pollution. The TENCEL™ brand aims to guide its many global textile partners in adopting and achieving an efficient closed-loop process, as well as to achieve high industry standards.

“Our cooperation with Orange Fiber showcases Lenzing’s commitment to partnering for change. We are excited to support rising industry trailblazers to bring their innovative ideas to fruition,” adds Kroner. “Collaborations like these can bring about groundbreaking change, and our TENCEL™ Limited Edition initiative offers an opportunity for companies of all sizes to join forces with Lenzing.”

Collections produced from TENCEL™ Limited Edition with Orange Fiber will have dedicated marketing materials, such as special edition co-branded swing tags, which will provide relevant information about the process of production and materials involved. The goal is to encourage co-development of innovative solutions to give waste a new life and promote greater transparency in the textile and fashion industry to fully achieve sustainable industry practices.

Images related to the announcement can be downloaded [here](#).

For more information please contact:

Rita Ng

Head of Global Marketing Services – Lenzing

Phone: (852) 3718 5675

Email: r.ng@lenzing.com

Enrica Arena

Chief Executive Officer – Orange Fiber

Email: enricaarena@orangefiber.it and press@orangefiber.it

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



Innovative by nature



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.

About Orange Fiber

Orange Fiber is the Italian innovative SME founded in 2014 that patented and produces sustainable fabrics from citrus juice by-products. The company creates high quality fabrics for the fashion-luxury sector using hundreds of thousands of by-products that the citrus processing industry produces annually — the disposal of which has high costs both for the citrus juice industry as well as for the environment.

Orange Fiber solution, to extract a raw material from an industrial by-product, not rival to food, offers the opportunity to satisfy the increasing need of cellulose for textile thus preserving natural resources – either by not disposing of an industrial waste and not using natural resources. The fabrics are formed from a citrus cellulose yarn that can blend with other materials. When used in its purest form, the resulting 100% citrus textile features a soft and silky hand-feel, lightweight, and can be opaque or shiny according to production needs.

The very first fashion collection made with the exclusive Orange Fiber fabric has been launched at the occasion of the Earth Day 2017 on April 22nd by Salvatore Ferragamo - among Italy's top fashion brands and a world leader in the luxury industry - in a collaboration that represents the shared ethical values underlying the project, shaping the fabric and showcasing its potential for elegant and sustainable applications.

In 2019, citrus fabrics were chosen for the Conscious Exclusive Collection of the Swedish brand H&M and featured in the capsule collection of luxury neckties designed by the revered Neapolitan tailoring brand E.Marinella.