

## **Lenzing diversifies denim offering with launch of new matte TENCEL™ branded lyocell fibers**

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- The new TENCEL™ branded lyocell fibers reduce the shine of conventional lyocell denim fabrics whilst maintaining the benefits and eco-credentials of standard TENCEL™ Lyocell fibers
- Matte TENCEL™ branded lyocell fibers aim to enhance versatility in denim designs

**19 October, 2021, Lenzing** – The Lenzing Group is expanding its sustainable offering for the denim industry with the introduction of matte TENCEL™ branded lyocell fibers. The new fiber type is specially designed to scatter light and permanently diminish sheen in denim applications, further enabling versatility of indigo-dyed denim fabrics.

“As a leader in fiber production, we work closely with our customers and mill partners to address their product needs. Our partners wanted the option to choose denim fabrics that are less shiny, and we listened,” said Tricia Carey, Director of Global Business Development Denim and Americas, Lenzing AG. “By implementing an innovative production process to create matte TENCEL™ Lyocell fibers, we are setting a new standard for indigo applications.”

### **Enhancing the look of denim with eco-friendly credentials**

While fashion trends come and go, denim products are items that will always be a closet staple. Brands are continually seeking to launch new denim collections that will suit their consumers’ fashion style as well as achieve greater sustainability. Lenzing is at the forefront of advocating for complete sustainability by using raw materials of botanic origin and biodegradable cellulosic fibers.

Combining functionality with aesthetics, the introduction of matte TENCEL™ Lyocell fibers increases versatility in denim designs whilst reducing the ecological footprint of the resulting fabric and garment. Made with a resource efficient closed-loop production process, the new fiber type maintains all the comfort benefits of standard TENCEL™ Lyocell fibers to bring next-to-skin smoothness while giving dark indigo dye fabrics a deep and lusterless appearance.

In collaboration with global mill partners, Advance Denim (China), Artistic Fabric Mills Pvt. Ltd (Pakistan), Arvind Limited (India), Kipas Denim (Turkey), KG Denim Limited (India), Panther Denim/ Tat Fung (China) and Textil

Santanderina (Spain), Lenzing is proud to launch the new matte TENCEL™ branded lyocell fibers at the Kingpins Digital Show.

### **Increasing transparency to achieve denim sustainability**

Lenzing takes full accountability of its production processes by providing physical identification for every TENCEL™ branded fiber with its fiber identification technology. The new matte TENCEL™ Lyocell fibers are fully traceable using this technology, assuring both brands and consumers that the raw materials it uses originate from responsible resources. In the long run, this will help improve the overall sustainability of the denim industry thanks to informed decision-making by all parties.

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

Video available [HERE](#).

For more information please contact:

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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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