

TENCEL™ celebrates 30 years of sustainable fiber innovation

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- Achievement made possible through long-term trust, confidence and support of TENCEL™'s supply chain partners
- Showcases commitment to driving positive change and fostering a carbon zero textile and fashion industry
- "Feel Good Fibers Since 1992" themed activities and events to be rolled out throughout the year

Lenzing – Lenzing's flagship textile brand, TENCEL™, is celebrating three decades of sustainable fiber innovation this year. Since 1992, the TENCEL™ brand has empowered companies across the textile value chain to adopt more eco-friendly practices.

"Since its launch 30 years ago, TENCEL™ has always been envisioned as a solution provider for the textile industry," said Robert van de Kerkhof, Member of the Managing Board at Lenzing. "Aligning with the industrywide shift towards deeper levels of sustainability and transparency, in 2018, the brand evolved from a behind-the-scenes contributor to a front-facing player. From then on, TENCEL™ expanded its offerings from fiber creations to pioneering digital technologies. To date, the TENCEL™ brand has exceeded expectations across the industry as 'the trusted provider' of high-quality sustainable fibers among leading global fashion and home textile brands. We are thrilled to reach this milestone and are looking forward to driving continuous innovation and building stronger partnerships over the next 30 years and beyond."

Digital technologies enabling supply chain transparency

Since 2018, TENCEL™ has redefined itself as a consumer-facing ingredient brand. This success is reflected in the collaboration between TENCEL™ and more than 300 brand partners globally in various consumer-centric campaigns. The 2021 launch of TENCEL™ eShop, the first ever e-commerce channel created by a sustainable fiber producer, is a testament to TENCEL™'s strong relationships with its brand partners and its commitment towards encouraging consumers to make informed purchases.

As part of the "digital first" strategy of the TENCEL™ brand, TENCEL™ invested heavily in proprietary technologies to reduce environmental impact during textile production and developed platforms to support stakeholders' sustainability momentum. From the introduction of fiber identification technology to fabric certification and licensing services offered via the Lenzing E-Branding Service platform, the TENCEL™ brand has been a driving force towards full-scale supply chain transparency.

The achievements of the TENCEL™ brand thus far can be largely accredited to the ongoing trust, confidence and support of its supply chain partners, without whom, this milestone would not have been possible. Looking ahead, cross-sector collaboration between mills, fabric makers, brands and non-governmental organizations, will remain a key priority for TENCEL™ and help to further enable supply chain transparency and digitalization of the textile industry.

“With its circularity and solution for low carbon emissions, TENCEL™ is the answer to an eco-strategy in fashion,” said Adriano Goldschmied, Genius Group President and Founder. “I was first introduced to the TENCEL™ brand about 30 years ago, when I was looking to give denim a more feminine and friendly style. I was so impressed by TENCEL™ that I designed a complete collection, which revolutionized the textile and denim industry. In an era where comfort and sustainability are ‘must-haves’, TENCEL™ branded fibers are essential.”

Forging the way to a carbon-zero textile industry

In addition to driving supply chain transparency, the TENCEL™ brand is also committed to achieving net-zero emissions by 2050. In 2020, the industry’s first carbon-zero TENCEL™ branded fibers were launched, and the carbon zero offering was quickly extended to fibers with REFIBRA™ technology in 2021. Anticipating the rising demand from consumer brands for specialty fibers, Lenzing has been strengthening its production capabilities with an ambitious growth plan. Such growth will be fueled by the opening of the world’s largest lyocell production facility in Thailand in early-2022.

“In 2022, we will continue to focus on producing carbon-zero innovations that make a difference to the textile and fashion industries,” said Florian Heubrandner, Vice President Global Textiles Business at Lenzing. “The next decade will see more sustainability-driven innovations unveiled to actualize our 2050 vision. We are grateful to have worked alongside our partners and colleagues over the last 30 years and we look forward to greater success in the next 30!”

“In celebration of our 30-year milestone, the TENCEL™ brand will be commencing a series of brand, employee, and consumer activations globally to further advocate for change as part of the ‘Feel Good Fibers Since 1992’ campaign,” said Harold Weghorst, Global Vice President of Marketing & Branding at Lenzing. “We would not be able to accomplish these initiatives without the support and goodwill of our partners, to whom we are truly thankful. Moving forward, we will continue to empower brand partners and consumers on their journey to sustainability with our ongoing initiatives, like the #MakeItFeelRight Digital Campaign and TENCEL™ X Partner Campaign.”

From February onwards, TENCEL™ 30th anniversary celebrations themed “Feel Good Fibers Since 1992” will kick-off on [TENCEL™.com](https://www.tencel.com) and feature exciting content and partner activities across multiple regions and channels.



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

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About TENCEL™

TENCEL™ is the flagship brand under The Lenzing Group that covers textile specialty product fiber offerings. Since 1992, the TENCEL™ brand has been driving the evolution of fiber solutions for the apparel and home textile segments through several industry-first innovations and environmentally responsible production processes. 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 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. 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. They 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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