

Lenzing Aktiengesellschaft  
Werkstraße 2  
4860 Lenzing, Austria  
[www.lenzing.com](http://www.lenzing.com)

**Phone** +43 7672 701 2743  
**Fax** +43 7672 918 2743  
**E-mail** [media@lenzing.com](mailto:media@lenzing.com)

**Date** November 17, 2022

## Lenzing tops Canopy's globally renowned "Hot Button Ranking" 2022

- Global ranking standard evaluates the world's cellulosic fiber manufacturers: Lenzing again recognized as champion of sustainability for responsible sourcing, innovation and transparency
- Lenzing achieves the highest category for the third time already

Lenzing – The Lenzing Group, the world's leading supplier of sustainably produced specialty fibers, achieved first place in the "Hot Button Ranking" of the Canadian non-profit organization Canopy, thus confirming its leading role in the areas of sustainability and responsible wood and pulp sourcing. Lenzing can also once again celebrate a dark green shirt, synonymous with the highest category.

In this ranking, which receives a lot of attention in the textile and apparel industry, Canopy evaluates the world's 34 largest producers of cellulosic fibers in terms of their sustainable wood and pulp sourcing, their efforts with regard to the use of alternative raw materials and their achievements in the protection of ancient and endangered forests. Resource preservation is a key element of Lenzing's corporate strategy and at the core of its innovation agenda. The sustainable production of TENCEL™, VEOCEL™ and LENZING™ ECOVERO™ branded specialty fibers is based on these principles.

"We are very pleased that the steps we are taking as the Lenzing Group to continuously improve and find solutions to the most pressing problems of our time are being seen and honored," said Robert van de Kerkhof, Chief Commercial Officer Fiber of the Lenzing Group. "We are working hard to make our industries even more sustainable and to drive the transformation of the textile business model from linear to circular. Further efforts from the entire industry are needed for this transformation to take place," van de Kerkhof said.

### Efficient use of resources

Wood and the pulp derived from it are the most important raw materials for the sustainable production of cellulosic fibers from Lenzing. The Lenzing Group assumes responsibility by striving for sustainable procurement based on environmental certificates and responsible and efficient use of these valuable resources. Lenzing sources

wood and dissolving pulp from sustainably managed forests and plantations and not from ancient, protected or endangered forests.

### Promoting the circular economy

With its REFIBRA™ and Eco Cycle technologies, Lenzing offers solutions for transforming the textile and nonwovens industries towards a circular economy. In line with its vision for the circular economy, “We give waste a new life. Every day.” Lenzing is driving the industry toward a full circular economy by striving to give waste a new life in all aspects of its core business and developing circular solutions together with potential partners inside and outside the current value chain. A milestone on this path is the cooperation with the Swedish pulp producer Södra. The two global market leaders, who have been proactively promoting the circular economy in the fashion industry for many years, are joining forces to give the topic a further boost and make a decisive contribution to solving the global textile waste problem by making fibers from post-consumer textiles.

Today, Lenzing offers lyocell fibers made from 30 percent recycled cotton waste. The company aims to launch lyocell, modal and viscose staple fibers with up to 50 percent recycled post-consumer content on a commercial scale by 2025 and to develop a new circular business model by closing the loops for post-consumer waste. By 2025, the company plans to enter into further partnerships with 25 key supply chain companies, which again exemplifies Lenzing’s ambitious path in climate protection and the circular economy.

#### Photo download:

<https://mediadb.lenzing.com/pinaccess/showpin.do?pinCode=aLKSx4Xu23ch>

PIN: aLKSx4Xu23ch

#### Your contact for Public Relations:

##### **Dominic Köfner**

Vice President Corporate Communications & Public Affairs  
Lenzing Aktiengesellschaft  
Werkstraße 2, 4860 Lenzing, Austria

**Phone** +43 7672 701 2743

**E-mail** [media@lenzing.com](mailto:media@lenzing.com)

**Web** [www.lenzing.com](http://www.lenzing.com)

#### Corporate Sustainability:

##### **Krishna Manda**

Vice President Corporate Sustainability  
Lenzing Aktiengesellschaft  
Werkstraße 2, 4860 Lenzing, Austria

**Phone** +43 7672 701 3417

**E-mail** [sustainability@lenzing.com](mailto:sustainability@lenzing.com)

**Web** [www.lenzing.com](http://www.lenzing.com)

---

### 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 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 2021

Revenue: EUR 2.19 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 7,958

TENCEL™, VEOCEL™, LENZING™, REFIBRA™, ECOVERO™, LENZING MODAL™, LENZING VISCOSE™, MICROMODAL™ and PROMODAL™ are trademarks of Lenzing AG.

---