

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

Phone +852 3718 5675  
E-mail [r.ng@lenzing.com](mailto:r.ng@lenzing.com)

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## VEOCEL™ upgrades lyocell shortcut fiber offering for the flushable market

- New upgrade improves processability of lyocell shortcut fibers and enhances machine efficiency, which contributes to reduced occurrence of mechanical blockages and product defects
- The wood-based lyocell shortcut fibers by VEOCEL™ are offered as carbon neutral<sup>1</sup>, helping to drive the flushable wipes market towards decarbonization

**Lenzing** – Lenzing Group, a leading global producer of wood-based specialty fibers, has announced the launch of its upgraded lyocell shortcut fibers by VEOCEL™ for the flushable market. The upgraded lyocell shortcut fibers not only have high dispersibility, which make them ideal for use in flushable wipes, they also have an upgraded finish, an added benefit for wipes manufacturers. The upgraded finish enhances efficiency of the wipe production process, improves the processability of fibers and helps to create higher quality products. The fibers are also offered as carbon neutral<sup>1</sup>, thus contributing to a global push to reduce the industry's carbon footprint.

### Constantly innovating to improve the premium quality of fibers

“We’re always looking for new ways to innovate and improve the performance of our fibers in the flushable market,” said **Claudio Zampino, Commercial Director, Specialty Applications for Global Nonwovens Business at Lenzing**. “It is important to engage in continuous discussions with value chain partners to address their challenges and needs as we drive innovation in the nonwovens sector. With 27 years of experience producing lyocell shortcut fibers, we will continue to keep leveraging our extensive research labs to offer customers the best premium lyocell shortcut fibers possible.”

The new finish of the upgraded lyocell shortcut fibers offers protection against mechanical stress at commonly used water temperatures such as 0°C to 40°C during the wetlaid production process. This helps to avoid the creation of fiber lumps during the opening and dilution of fibers in preparation tanks. The finished product will also have enhanced physical quality and appearance thanks to the upgraded finish which improves web formation during the process.

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<sup>1</sup> Carbon neutrality is achieved by balancing remaining GHG emissions through verified compensation measures (e.g. reforestation) and by retiring carbon credits so that the impact of global warming from anthropogenic activities is calculated as zero.

Albaad, one of the largest wet wipe manufacturers in the world, used the new lyocell shortcut fibers for its Hydrofine® product, the most saleable flushable wetlaid in Europe.

"We are proud to cooperate with the global Lenzing group in developing improvements for lyocell fibers and bringing new innovation that enhances our Hydrofine® product and improves the production process. Our unique Hydrofine® product, which is considered a breakthrough in the flushable market, is based on these upgraded fibers that help to increase production efficiency, reduce the level of waste and improve customer satisfaction. Collaborating with Lenzing's R&D team was a valuable experience that provided both sides with great knowledge. Albaad is committed to innovation, to reduce the industry's carbon footprint, and to ensure continued improvement of our products' performance," said Jacob Heen, CEO of Albaad.

#### **Continued growth of the flushable market**

More and more consumers are using flushable wipes for greater convenience and lower impact on the environment. In 2022, the global nonwoven wipes market consumed 1.5 million tons nonwovens, valued at US\$20.8 billion, and is expected to reach 2.1 million tons, valued at US\$29.0 billion in 2027<sup>2</sup>. As consumers continue to look for products made of natural materials, it is important to distinguish between flushable wipes made of wood-based fibers and wipes made of fossil-based fibers, such as polyester or polypropylene which take decades to disintegrate and contribute to the global micro plastic problem.

Flushable wipes which are made of lyocell shortcut fibers by VEOCEL™ with improved finish and are produced with adequate settings of the Roll Good Manufacturer, can disperse and degrade to meet current flushability guidelines as proven by mechanical disintegration and biodegradation tests done at Lenzing R&D Center and the International Water Services Flushability Group (IWSFG) specifications.

The new and improved carbon neutral lyocell shortcut fibers by VEOCEL™ can be purchased from Lenzing's production site in Mobile, Alabama.

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

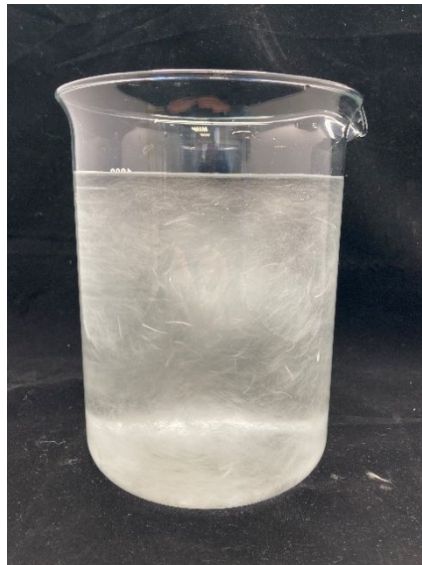
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<sup>2</sup> The Future to Global Nonwoven Wipes to 2027, Smithers 2022 ([URL](#))

**Lenzing AG lab dispersion test for lyocell shortcut fibers by VEOCEL™ after 20-minute stirring time**



Standard finish



Upgraded finish

For more information please contact:

**Rita Ng**

Head of Global Marketing Services – Lenzing

Phone: (852) 3718 5675

Email: [r.ng@lenzing.com](mailto:r.ng@lenzing.com)

**About VEOCEL™**

VEOCEL™ is Lenzing Group's flagship specialty nonwovens brand. Derived from renewable raw material wood, VEOCEL™ provides natural care every day, and is committed to driving industry standards around sustainability and comfort in the nonwovens sector.

The VEOCEL™ product portfolio features VEOCEL™ Lyocell fibers and VEOCEL™ Viscose fibers that are tailored for eco-friendly lifestyles and help to maintain environmental balance by being fully integrated into nature's cycle. All wood-based VEOCEL™ branded fibers are clean and safe, biodegradable and compostable and manufactured in an environmentally responsible production process. They are derived from responsible wood sources coming from sustainably managed forests, following the stringent guidelines of the Lenzing Wood and Pulp Policy. Carbon neutral VEOCEL™ Lyocell fibers have also been introduced by Lenzing as a solution for nonwovens industry partners and brands to reduce climate impact through the use of fibers with a net-zero carbon footprint.

The VEOCEL™ brand is categorized into four branded offerings 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. VEOCEL™ fibers are biodegradable in soil, fresh water and marine conditions and compostable in home & industrial conditions, enabling them to break down safely into raw materials and fully revert into nature.

**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 2022**

Revenue: EUR 2.57 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 8,301

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