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VEOCEL™ expands responsible viscose fiber portfolio with new global offerings

- Launch of carbon neutral* VEOCEL™ Viscose fibers will support carbon reduction targets of partners and brands
- Conversion of existing capacity for conventional viscose into capacity for environmentally responsible specialty fibers in Asia
- New responsible fiber offering exemplifies VEOCEL™'s mission to care for the environment and future generations

Lenzing – Lenzing Group, a leading global producer of wood-based specialty fibers, has announced the expansion of its sustainable viscose fiber portfolio globally with the launch of carbon neutral* VEOCEL™ branded viscose fibers for Europe and the US. In Asia, Lenzing will convert the existing production capacity for conventional viscose into capacity for responsible specialty fibers in the second half of this year. The expansion represents VEOCEL™'s latest act in providing nonwovens value chain partners and brands with offerings that make a positive impact on the environment and empower an industry-wide shift to reduce carbon footprints.

“Everything we do is centered around VEOCEL™'s mission to be a responsible everyday care brand and demonstrate our care for the future of our planet. We believe it is imperative for us to not only reduce our own carbon emissions, but also to empower our partners to reduce their carbon footprint. The launch of our carbon neutral* VEOCEL™ Viscose fibers via our production plant in Austria and the investment in converting our production plant in Asia to production of environmentally responsible viscose, highlights our commitment to ongoing innovation and driving positive environmental impact. We hope that by taking responsibility to effect real change within the industry, we can build a better tomorrow for future generations,” said **Monique Buch, Vice President, Global Nonwovens Business, Lenzing.**

Carbon neutral viscose to support booming hygiene market**

For the carbon neutral* VEOCEL™ Viscose fibers Lenzing has partnered with ClimatePartner, a leading solution provider for corporate climate action. The fibers are made from wood and pulp sources derived from

*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 human-related industrial and agricultural activities is calculated to zero.

**[Hygiene products market forecast to grow faster than projected global GDP through 2027, Smithers 2023](#)

sustainably and responsibly managed forests, following the stringent guidelines of the Lenzing Wood and Pulp Policy and trusted forest certification systems. They are produced in Lenzing's production plant in Austria, an integrated site where actual carbon emissions are reduced through leveraging efficient production methods, such as the direct production from wood to fiber, as well the use of renewable energy sources such as solar power and biomass. To offer the fibers as carbon neutral products, the emissions were measured, reduced and unabated emissions were offset by financing climate projects.

Carbon neutral VEOCEL™ Viscose fibers produced in Austria will be available from 1st May 2023 onward. With effective liquid management properties, the wood-based fibers are targeted for the wipes and absorbent hygiene product segment, an area where demand has significantly increased since the COVID-19 pandemic***.

To support the growing demand for sustainable nonwoven products, Lenzing and Suominen have been working closely with Lenzing's first carbon neutral fiber launch, VEOCEL™ Lyocell fibers resulting the first carbon neutral nonwoven, BIOLACE® Zero to the market. The collaboration continues with Lenzing's newest product launch, carbon neutral VEOCEL™ Viscose fibers. Nonwoven roll-goods made utilizing VEOCEL™ Viscose fibers are available for Suominen's clients. "We are happy to see Lenzing growing their sustainable fibers portfolio. Collaboration throughout supply chain is the key to increase sustainable product development in nonwoven's market," says Marika Mäkilä, Senior Manager, Category Management, Europe.

Production plant upgrade helps gear up for eco-responsible viscose in Asia

To address the steadily growing demand for sustainable materials in Asia, Lenzing has started to convert capacity for conventional viscose into capacity for environmentally responsible specialty fibers in its Asia-based production plants. This will enable a more optimized production process and efficient use of energy for the production of VEOCEL™ branded responsible viscose fibers. These responsible specialty fibers will help address the growing demand for more sustainable materials in everyday body and hygiene products, as well as in surface cleaning wipes. The conversion is expected to be completed in the second half of this year.

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

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*** [Hygiene products take centre stage, In-Cosmetics, 2021](#)

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 and Viscose 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 and 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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