75 Years of Lenzing – 75 Years of Innovation

A world market leader celebrates its birthday

This week Lenzing AG is celebrating the 75th anniversary of its business operations together with 3,000 invited guests – employees, customers, business companions, politicians and partners. The company presented the book “75 Years of Innovation” published on this occasion, which honors Lenzing’s role as the driving force of innovation in the industry.

http://75years.lenzing.com/lenzing-75-years-innovation-the-book

The global market leader with fibers made of wood

Several decades ago there were more than 30 viscose fiber production plants in Europe. Today there are only two, one of which is the headquarters of the internationally operating Lenzing Group. The Austrian company has emerged as a global player as well as the market and technology leader for man-made cellulose fibers. Lenzing fibers were once a cheap substitute for cotton. In the meantime, they are highly sought-after premium products which are valued due to the renewable raw material of wood and the environmentally-compatible production.

Thanks to its innovative strength Lenzing has helped the more than 100-year-old viscose technology to reach new heights. Ultimately innovations to minimize the environmental burden of the production process have made Lenzing the best practice model in the industry. At the same time the company developed TENCEL®, a completely new and forward-looking technology which will shape the cellulose fiber industry in the coming decades.

75 years ago Lenzing manufactured 30,000 tons of fibers per year. In the meantime the fiber production volume of the Lenzing Group will soon reach a level of 900,000 tons.

Innovation as the key to success

For decades Lenzing boasted above-average expenditures in research and development, thus establishing the company as the pacemaker in the entire sector. Today the Lenzing Group is the undisputed innovation leader in the man-made cellulose fiber industry.
The Lenzing Group operates the world’s leading research center for cellulose and fiber chemistry at the Lenzing site. About 170 employees work there to further develop products and production technologies. Some 1,400 patents and patent applications in 57 countries demonstrate the effectiveness and performance of this team of specialists. Research expenditures of about EUR 28 mn annually underline the importance the Lenzing Group attaches to research and development. An important objective of research projects is to develop ecological production methods and sustainable products with increasingly specialized areas of application.

**TENCEL® – the fiber technology of the 21st century**
The further development of TENCEL® technology remains the main focal point of Lenzing’s research efforts. In addition to three TENCEL® plants, Lenzing also operates three pilot facilities in which new applications for TENCEL® fibers are developed and tested on a semi-industrial scale. The fourth TENCEL® factory, involving investments of more than EUR 130 mn, is currently under construction at the Lenzing site in Upper Austria. It will commence operations in 2014 and mark the next technological step for TENCEL®.

Learn more about the rise of the Austrian fiber producer to the world market leader of man-made cellulose fibers.


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Short historical overview of the Lenzing site

In the 1930s one of the most modern pulp factories at that time was already in operation at the Lenzing site. In 1938 construction of a fiber production facility took place under the National Socialist regime. After the end of the war the factory was acquired by three large Austrian banks. Lenzing AG merged with the pulp factory in Lenzing in 1969. The first fiber production operations abroad of the Lenzing Group began in 1983. The year 1985 marked the initial listing of the Lenzing share on the Vienna Stock Exchange. In 1997 Lenzing commenced the large-scale industrial production of Lyocell fibers. In 2004 Lenzing acquired the British competitor Tencel with sites in the USA and Great Britain. One year later construction began on Lenzing’s first Chinese viscose fiber plant. In 2011 Lenzing purchased the Biocel Paskov pulp plant (Czech Republic). In 2012 Lenzing began construction of a new TENCEL® production facility on the premises of the company’s headquarters in Lenzing.

The Lenzing Group

The Lenzing Group is a world market leader with headquarters in Austria, production sites in all major markets as well as a worldwide network of sales and marketing offices. Lenzing supplies the global textile and nonwovens industry with high-quality man-made cellulose fibers and is the leading supplier in many business-to-business markets. The portfolio ranges from dissolving pulp, standard and specialty cellulose fibers to engineering services.

Lenzing quality and innovative strength set global standards for man-made cellulose fibers. With 75 years of experience in fiber production, the Lenzing Group is the only company worldwide combining the manufacturing of all three man-made cellulose fiber generations on a large industrial scale under one roof – from the classic viscose to modal and lyocell (TENCEL®) fibers. The success of the Lenzing Group results from a unique combination of consistent customer orientation together with its leadership in innovation, technology and quality. Our successful specialization strategy and an outstanding cost position are the basis for our economic strength.

Lenzing is committed to the principle of sustainable management and very high environmental standards.

Lenzing’s core business fibers is complemented by our activities in the business field engineering.

Key Figures Lenzing Group 2012:
Sales: EUR 2.09 bn
Export share: 91.1%
Fiber sales volumes: 810,000 tons
Staff: 7,033