Press release

Lenzing Cooperation with INVISTA on Stretch Fabrics
Features improved Aesthetic Performance for Jeans

The Lenzing Group, world market leader for man-made cellulosics (TENCEL®, Lenzing Modal®, Lenzing Viscose®) and INVISTA, owner of the LYCRA® fiber brand, are working together to bring improved aesthetic performance to stretch fabrics. By combining Lenzing’s TENCEL® fiber with INVISTA’s patented LYCRA® dualFX® fabric technology, the two companies offer the industry a unique solution i.e. cellulosic denim fabrics featuring significantly improved shape retention.

“Superior comfort together with stretch and long-lasting recovery rank among the key criteria in women’s fashion”, says Michael Kininmonth, Senior Project Manager for Denim at the Lenzing Group. “The success of this cooperation shows that two globally innovative fiber companies can bundle their competencies to supply the denim market with fabrics which meet the performance needs of modern consumers”, he adds.

“Given the growing popularity of both LYCRA® and TENCEL® fibers in the denim market, it was only natural that people wanted to combine them to come up with really amazing fabrics”, explains Federica Albiero, INVISTA’s Denim Account Manager for Southern Europe. “However, as fabric manufacturers began experimenting they confronted major problems.”

INVISTA initiated a study to identify the underlying mechanisms of these issues and design appropriate solutions. The result of the trials was a fabric whose performance met or exceeded both industry standards and the INVISTA’s own strict standards. This served as the starting point for the Lenzing-INVISTA partnership.

Both companies have global sales, marketing and technical teams in close proximity to their customers, and can jointly provide promotional materials as well as supply chain support and marketing information.
Recently, TENCEL® fibers have been reinvented by denim designers as the perfect complement to today’s fashion trends. Jeans produced with TENCEL® fibers are attractive, durable, and become immediate favorites thanks to their enhanced comfort. The fiber’s smooth surface and optimal moisture management turn jeans into articles of clothing that enhance physical well-being while still being on-trend.

The revival of TENCEL® fibers in denim is also partly due to environmental considerations. Blending TENCEL® into denim fabric results in a significant improvement in the fabric’s ecological compatibility because the fiber is made from wood grown in sustainably managed forests. The production process for TENCEL® fibers is based on an extremely environmentally-friendly closed loop solvent spinning process recognized for its achievements by the European Union.

INVISTA introduced its LYCRA® dualFX® fabric technology to the market about two years ago. Initial applications were with cotton, where it brought improved shape retention to denim fabrics, especially to super stretch styles. Today those same benefits are being realized in fabrics with TENCEL®, offering a whole new range of development possibilities to the industry.

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PIN: ZGWY8

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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