LENZING™ Redefined as Speciality Industrial Brand

- LENZING™ is Lenzing Group‘s specialty industrial brand that provides smart solutions from botanic origins.
- LENZING™ fibers are used in a broad range of industrial applications under LENZING™ for Protective Wear, LENZING™ for Workwear, LENZING™ for Packaging, LENZING™ for Agriculture, LENZING™ for Engineered Products among others.

The Lenzing Group (Lenzing) at Techtextil Atlanta, introduced LENZING™ as the specialty industrial brand, which provides smart solutions from botanic origins that are made in environmentally sound production processes. The LENZING™ brand covers a broad range of industrial applications ranging from agriculture to engineered products, packaging to protective wear and workwear. Also, the product brand LENZING™ will be positioned for the Biorefinery Business.

“To remain competitive in a constantly evolving business environment, Lenzing has decided to embark on a bold new course and adopt a new branding strategy that will enable us to simplify our brand portfolio, better protect and defend our trademarks, and minimize inefficiencies and inconsistencies. The new branding strategy builds on the key pillars of our sCore TEN strategy as we continue to strengthen our existing expertise in specialty fibers, innovate with customers and partners, and bring breakthrough technologies to the market,” said Robert van de Kerkhof, Chief Commercial Officer of Lenzing Group. “By redefining the LENZING™ brand, we can focus our efforts on solving tomorrow’s challenges with smart solutions from botanic origins that are inspired by the needs of the world."

LENZING™ is a distinctive product brand that caters to the specific needs of Lenzing’s customers who focus on industrial applications. Branded offers of the LENZING™ brand portfolio includes:

- LENZING™ for Protective Wear, which is enabled by inherently flame-resistant and breathable LENZING™ FR fibers which are produced in eco-responsible production process . Applications of LENZING™ for Protective Wear include firefighting usage, military and police usage, electric arc protection, metal splash protection, oil and gas industry usage, as well as motor sports;
- LENZING™ for Workwear features adoption of LENZING™ Lyocell and LENZING™ Modal fibers to create fabrics suitable for a range of everyday consumer needs. Both fibers are produced via sustainable processes and are compostable and biodegradable, gentle on skin and strong, while ensuring comfort, durability and regulates body temperature;

- LENZING™ for Packaging features usage of LENZING™ Lyocell and LENZING™ Modal fibers to provide environmentally sustainable solutions certified for food contact compliance. Applications can be found in tea bags, coffee pads, botanic nets, and reusable bags;
- LENZING™ for Agriculture is enabled by LENZING™ Lyocell fibers, which are certified for food contact compliance, strong, biodegradable and compostable. Key application of LENZING™ for Agriculture include farming ropes for agriculture and horticulture;
- LENZING™ for Engineered Products features adoption of LENZING™ Lyocell and LENZING™ Modal fibers to provide solutions for technical applications including electrical separators, filter media, coated fabrics;
- LENZING™ for Biorefinery and Co-products offer a series of biobased products which make a major contribution to the optimum utilisation of sustainably grown wood resources used in integrated cellulose and fiber production. Key offerings include food-grade LENZING™ Biobased Acetic Acid, LENZING™ Biobased Furfural, LENZING™ Biobased Magnesium-Lignosulphonate and LENZING™ Sodium Sulphate.

“In recent years, we have noticed a growing trend among industry partners to enhance transparency in the value chain and drive sustainability by the increasing use of renewable raw materials. The launch of a unique brand for industrial applications enables us to address these trends by fostering greater collaboration between Lenzing and our global customers and partners,” emphasized Bernard Alowonou, VP Global Business Management Industrial Applications, Lenzing Group.” Driving industrial application innovation, turning CO_2 and sunlight into highly functional products is at our hearts. This combined with our existing and new partnerships allows us to be an epitome for promoting the circular economy”.

Following the introduction of TENCEL™, Lenzing’s specialty brand for apparel and home applications and VEOCEL™, the Group’s specialty nonwovens brand earlier this year, the introduction of LENZING™ specialty industrial brand completes the product brand architecture of the Lenzing Group.

“The introduction of the LENZING™ brand completes the comprehensive offering of Lenzing, which encompasses textile, nonwoven and industrial applications. Coupled with targeted communication programs, the new brand architecture will enable us to enhance clarity, generate awareness and strengthen exposure across different industry sectors. We will continue to work closely with customers and industry partners to drive innovation in functionality, performance and sustainability with our offerings across the industry value chain globally”, said Harold Weghorst, Director of Global Brand Management, Lenzing Group.

For more information about LENZING™ Industrial, please visit www.lenzingindustrial.com.

Photo download:
https://mediadb.lenzing.com/pinaccess/showpin.do?pinCode=G1ap11J6vt4V

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About LENZING™

LENZING™ is the specialty industrial brand under the Lenzing Group. The brand is leading industry standards in sustainability to provide smart solutions from botanic origin that offer advanced performance and are made in environmentally sound production processes. Fibers under the LENZING™ brand are biodegradable and derived from semi-natural forests and sustainably managed plantations, as proved by FSC® or PEFC™ certification.

The LENZING™ brand's solutions cover a range of industrial applications under branded offers LENZING™ for Protective Wear, LENZING™ for Workwear, LENZING™ for Packaging, LENZING™ for Agriculture, LENZING™ for Engineered Products, LENZING™ for Biorefinery and Co-Products. The solutions feature fiber types LENZING™ Lyocell, LENZING™ Modal, and LENZING™ Viscose. LENZING™ solutions are developed using innovative technologies such as FR technology, REFIBRA™ technology, Eco Soft technology, and Eco Color technology.

About the Lenzing Group

The Lenzing Group is an international company that produces high-quality fibers from the renewable raw material wood with environmentally friendly and innovative technologies. These fibers form the basis for a wide range of textile and nonwoven applications, and are also used in work and protective wear and in industrial applications.

Lenzing's quality and innovative strength set global standards for wood-based cellulose fibers. With 80 years of experience, the Lenzing Group is the only company in the world which produces significant volumes of all three wood-based cellulose fiber generations. Its products are marketed under the following brands: TENCEL™ for textile applications, VEOCEL™ for nonwoven and LENZING™ for special fiber applications in other areas and other products. Innovations like REFIBRA™ recycling technology, the identifiable LENZING™ ECOVERO™ branded fibers and TENCEL™ Luxe branded Lyocell filament yarn make Lenzing a global innovation leader.

The Lenzing Group's success is based on consistent customer orientation combined with innovation, technology and quality leadership. Lenzing is committed to the principles of sustainable management with very high environmental standards and can underscore this commitment with numerous international sustainability certifications for its business processes as the most sustainable company in

the sector. In addition to fibers, which form the core business, the Lenzing Group is also active in the fields of engineering and plant construction – mostly for its own locations, but also for external customers.

Key Facts & Figures Lenzing Group 2017
Revenue: EUR 2.26 bn
Nameplate capacity: 1,009,000 tons
Employees: 6,488

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