

Lenzing Leads Sustainability Dialogue in the Nonwoven Industry with its New VEOCEL™ Brand

- VEOCEL™ is Lenzing's new specialty brand for the nonwoven industry, which provides fibers that are certified clean and safe, biodegradable, from botanic origin, and produced in an environmentally responsible production process
- VEOCEL™ fibers are used in various daily care applications under VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface
- New VEOCEL™ Lyocell Fiber with "Quat" Release technology will be added to VEOCEL™ Surface brand to drive sustainability dialogue in the surface cleaning segment

The Lenzing Group (Lenzing adapt to the final date) introduces VEOCEL™, the company's new nonwoven specialty brand. Positioned as a premium brand of nonwoven fibers for daily care rituals, VEOCEL™ provides the nonwoven industry with fibers that are certified clean and safe, biodegradable, from botanic origin and produced in an environmentally responsible production process. Offerings under the VEOCEL™ brand cover a broad range of applications for everyday use, from baby care, beauty and body care to intimate care and surface cleaning. Such applications are categorized under branded offers VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface.

The introduction of VEOCEL™ is a key milestone of Lenzing's new brand strategy to transform from a business-to-business (B2B) fiber producer to a business-to-business-to-consumer (B2B2C) brand. Coupled with ongoing co-branding, joint marketing and brand education initiatives conducted with customers and brands globally, VEOCEL™ will enable Lenzing to shift its focus beyond fiber types to product application and build a relatable and emotional connection with consumers.

"Guided by our sCore TEN strategy, the launch of the VEOCEL™ brand will accelerate our migration into a specialty fiber business with a strong focus on innovation, quality and sustainability. Through ongoing proactive communication, the VEOCEL™ brand will also promote a holistic understanding about the benefits of botanic fibers in nonwoven products across the industry value chain and among consumers. This will not only help to maximize the marketing efforts of our customers and partners, but also drive dialogue about sustainability across the nonwoven industry. Through the VEOCEL™ brand, we hope to address the growing demand for transparency and sustainability across the value chain and provide consumers with greener product options," said Robert van de Kerkhof, Chief Commercial Officer of Lenzing Group.

VEOCEL™ fiber portfolio includes VEOCEL™ Lyocell and VEOCEL™ Specialty Viscose fibers, which are derived from renewable or sustainable wood sources from certified and controlled forests and plantations. The botanic origin of the fibers offers functional benefits such as improved moisture absorbency and management, contribution to breathability, good hand feel, blending versatility, and all VEOCEL(TM) fibers are certified biodegradable in soil, landfill, compost and seawater. With a strong commitment to ensure fiber cleanliness, these fibers are manufactured using a stringently monitored production process in accordance with Lenzing's high quality, environmental and safety standards.

The latest addition to the VEOCEL™ Surface brand – the VEOCEL™ Lyocell Fiber with “Quat” Release technology, is a premium and specialty wood-based cellulose fiber that is used in hard surface cleaning and disinfectant wet wipes. VEOCEL™ Lyocell fibers with Lenzing's Quat Release technology allow quaternary ammonium compounds, also known as “Quat”, to be released from wet wipes onto the surface for effective cleaning and disinfecting in household and industrial environments.

While the nonwoven industry has acknowledged the benefits of Lenzing's cellulosic fibers, such as their sustainable nature, botanic origin and ability to improve cleaning experience, the majority of single-use cleaning and disinfectant wet wipes mainly consists of synthetic fibers such as polyester and polypropylene. This binding interaction substantially decreases the release of “Quat” and can negatively impact the efficacy of the disinfectant product. However, with Lenzing's “Quat” Release technology, the binding of “Quat” to the surface of VEOCEL™ Lyocell Fibers is significantly reduced, resulting in improved effectiveness of surface cleaning and the disinfection process. Wet wipes containing VEOCEL™ Lyocell Fiber with “Quat” Release technology demonstrate significantly improved release of “Quat” from the wet wipe to the surface, resulting in improved product stability and performance. In addition, VEOCEL™ Lyocell fibers also promote good absorbency, homogenous distribution of liquid in wet wipes and good hand feel.

“Today's consumers, especially the millennial generation, are more mindful of their ecological footprint or the mark they leave on the natural environment and its resources. Since nonwoven products are mostly for single-use, we have seen increasing interest across the industry value chain in sustainable product composition and transparent production processes. With more consumers wanting to identify sustainable products that are biodegradable and environmentally responsible with proven functionality, the need for brands to be more transparent in product ingredient labelling is greater than ever. We hope that through VEOCEL™ and the newly launched VEOCEL™ Lyocell Fiber with “Quat” Release technology under the VEOCEL™ Surface brand, we are able to drive the entire nonwoven market forward and raise the bar for ingredient labeling and environmental standards across the industry,” said Wolfgang Plasser, Vice President, Global Business Management Nonwoven of Lenzing Group.

Following the introduction of VEOCEL™, joint promotional programs with retail brand partners will be rolled out to equip consumers with the knowledge they need to identify nonwoven products that combine advanced performance, comfort and sustainability. “With VEOCEL™, we are building a consumer-focused ingredient brand that proactively communicates with consumers through a B2Me approach, which is unique to the nonwoven industry. Given nonwoven products are in close contact with skin or other sensitive areas of the body, ongoing consumer outreach plays a critical role in building trust among consumers. Matched with a tagline ‘purely for you’, we wish to convey a VEOCEL™ brand promise that highlights our dedication to provide certified clean and safe products and pure care to consumers and the environment,” said Harold Weghorst, director of Global Brand Management of Lenzing Group.

For more information about VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface, please visit www.veocel.com. VEOCEL™ Images from can be downloaded from: [VEOCEL™ Launch](#)

About VEOCEL™

VEOCEL™ is Lenzing Group’s flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility.

The VEOCEL™ product portfolio includes VEOCEL™ Lyocell and VEOCEL™ Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature’s cycle. These fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers 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.

Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. The fibers are compostable and biodegradable, enabling them to break down safely into raw materials and fully revert back into the environment.

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

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