Press release

VEOCEL™ Introduces Eco Care Technology to Reinforce Commitment to Sustainable Viscose

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- Eco Care technology features an eco-responsible production process for VEOCEL™ branded Specialty Viscose fibers. The technology cuts CO_2 emissions and fossil resource usage by approximately 50% when compared with generic viscose production process.
- Like other Lenzing fibers, VEOCEL™ Specialty Viscose fibers are originated from wood and certified as clean and safe. They are ideal for nonwoven applications ranging from wipes to sanitary products and diapers.

23 September 2019, Lenzing – Today the Lenzing Group (Lenzing) announced the introduction of Eco Care technology, which enhances the production of eco-friendly viscose fibers for the nonwoven industry. Eco Care technology features an eco-responsible production process that is guided by the rules underlying the EU Ecolabel[1], a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle[2]. The manufacturing of VEOCEL™ Specialty Viscose fibers with Eco Care technology generates up to 50% lower emissions and water impact compared to generic viscose. According to Higg MSI tools, CO_2 emissions and fossil resource use are approximately half that of the industry average.

Enabled by Eco Care technology, VEOCEL™ Specialty Viscose fibers originate from sustainably managed wood sources and are ideal for many nonwoven applications of baby, body and home segments, especially for various types of dry and wet wipes, sanitary pads for adult and feminine uses, and diapers. VEOCEL™ Specialty Viscose fibers build the common ground for innovative and sustainable solutions in the nonwoven industry and represent a versatile blending partner for other cellulosic fibers such as lyocell.

“We have recently unveiled the new certification criteria for VEOCEL™, helping to establish the brand as a label of trust along the entire value chain. The VEOCEL™ brand logo can now be featured on products which use blends of raw materials that are entirely cellulosic and biodegradable. The introduction of the Eco Care technology is another key breakthrough for the VEOCEL™ brand, as it now enables VEOCEL™ branded fibers to be used in a wider range of nonwoven products, creating a greater sustainability impact in the industry. Moving forward, VEOCEL™ Specialty Viscose fibers with Eco Care technology will serve as an affordable

[1] Please note that LENZING™ fibers are certified with the EU Ecolabel Standard for textile products. Single use end products are NOT included in this Standard. Single use end products made of LENZING™ fibers can only be labelled or marketed as EU Ecolabel certified if they are certified as compliant with applicable standards, such as the EU Ecolabel Standard for PCPs and AHPs.
[2] http://ec.europa.eu/environment/ecolabel/index_en.htm

sustainable alternative for nonwoven applications by making more sustainable viscose available," said Jürgen Eizinger, Vice President of Global Business Management Nonwovens, Lenzing AG.

"2019 is an exciting year for VEOCEL™. We will continue to drive innovation and transparency efforts in the nonwovens segment and work closely with industry partners to co-create a more nature-friendly future." added Eizinger.

VEOCEL™ Specialty Viscose fibers naturally attract and absorb water, enabling a homogenous distribution of liquid in nonwoven products. This feature is essential for dry and wet wipes and absorbent hygiene products as it offers a convenient way to clean and at the same time brings great comfort to the skin. Fibers produced with the Eco Care technology are certified clean and safe and are produced without any animal-derived materials. According to the Hot Button Report of Canopy, a Canadian non-profit organization, Lenzing is ranked as one of the best performing viscose producers worldwide for its sustainable wood and pulp sourcing practices.

Images related to the announcement can be downloaded from here.

For more information please contact:

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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.

Lenzing
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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 ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their level of 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.

Key Facts & Figures Lenzing Group 2018
Revenue: EUR 2.18 bn
Nameplate capacity: 1,034,000 tons
Employees: 6,839

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