

Innovative Fiber Identification Technology

Lenzing expands innovative fiber identification technology to TENCEL™ branded fibers

- Lenzing's fiber identification technology relies on physical identification of the fiber, enabling traceability and protection from counterfeiting.
- The system will now be expanded to include all fiber types under the TENCEL™ brand, elevating supply chain transparency for the textiles industry.

The Lenzing Group is proud to announce the extension of its revolutionary fiber identification technology to TENCEL™ branded lyocell and modal fibers, solidifying its commitment to providing supply chain transparency along the entire textile production process. The successful launch and feedback from the industry on the system used for LENZING™ ECOVERO™ branded fibers, as well as the growing number of wood-based cellulosic manufacturers, encouraged Lenzing to further expand the technology for the TENCEL™ brand to ensure traceability of its products.

Pioneering technology to increase visibility for brands and consumers

Lenzing's fiber identification technology provides physical identification of fiber origin at different stages of textile products such as the fabric and garment level. This enables full traceability of the fiber, protects from counterfeiting and provides assurance to brands and retailers that their products are made from TENCEL™ branded lyocell and modal fibers. It also guarantees that the fibers are produced in state-of-the-art-production facilities that meet high standards for resource efficiency and environmental and social responsibility. This allows brands and consumers to have full visibility of how and where their products have been made.

Fiber identification will be a vital part of the fabric certification process within Lenzing E-Branding Service. As of November 2021, all fabrics will be tested for fiber identification, enhancing the security of Lenzing's online services and testing facilities and increasing transparency and security between value chain partners. By the first half of 2022, additional services for brands and retailers will be integrated onto Lenzing E-branding Service.

Enhancing sustainability in the supply chain

The textile industry has always been aiming to tackle environmental issues such as pollution and carbon emissions. Increasingly, brands are embracing sustainability, but the take up has been slow, especially for manufacturers and suppliers. In order to enhance the industry's ability to manage its value chain more sustainably, both brands and consumers must be fully aware of the nature and magnitude of the issues within the process. Tracking and traceability of raw materials in the final product can ensure raw materials originate from responsible resources, comply with industry standards and thereby prevent usage of materials from

controversial sources. In the long run, this will help improve the overall sustainability of the industry thanks to informed decision-making by all parties.

“As the awareness of sustainability grows, we see the need to continuously improve transparency and traceability of our products, so as to make sure our brand credentials are well protected and trusted by industry stakeholders and consumers,” says Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG. “By extending the TENCEL™ brand’s effort on supply chain transparency with our fiber identification technology, we hope to enable the textile industry to become more sustainable, as well as ensure our brand partners have the credibility to communicate their sustainability efforts and combat greenwashing.”

Protecting brand credentials with eco-friendly assurance

As a result of the push for sustainability in the fashion industry, more brands are looking to commit to sourcing cellulosic fibers from eco-conscious producers with stringent wood sourcing policies and industry-recognized production guidelines in terms of ecological and social impact. Using Lenzing’s fiber identification technology and being able to track fibers throughout the process, provides consumers with an assurance that the clothing and home textile products they buy are made of sustainable TENCEL™ branded fibers.

Fostering the future of raw material transparency through fiber identification technology

As brands and consumers become more aware of the importance of informed purchase decisions, it is becoming more imperative to offer proofs around the production process. The combination of both physical and digital traceability allows brands to easily verify the materials used in their products – this will become a key driver in the textile and fashion industry. Through Lenzing’s partnership with TextileGenesis™ to launch a blockchain-enabled supply chain traceability platform, in addition to its innovative E-branding Service, Lenzing has been at the forefront of digital traceability and has been creating an unprecedented level of traceability.

“Over the next few years, branded fiber products will employ fiber identification technology on a broader level, and, in time, it will be possible to real time track and trace materials through the supply chains. We hope that our success can provide the industry with an example of how innovation empowers sustainability and help to shift perception towards proven sustainable solutions,” comments Heubrandner.