TENCEL™ celebrates 30 years of sustainable fiber innovation

- Achievement made possible through long-term trust, confidence and support of TENCEL™'s supply chain partners
- Showcases commitment to driving positive change and fostering a carbon zero textile and fashion industry
- "Feel Good Fibers Since 1992" themed activities and events to be rolled out throughout the year

Lenzing's flagship textile brand, TENCEL™, is celebrating three decades of sustainable fiber innovation this year. Since 1992, the TENCEL™ brand has empowered companies across the textile value chain to adopt more eco-friendly practices.



"Since its launch 30 years ago, TENCEL™ has always been envisioned as a solution provider for the textile industry," said Robert van de Kerkhof, Member of the Managing Board at Lenzing. "Aligning with the industrywide shift towards deeper levels of sustainability and transparency, in 2018, the brand evolved from a behind-the-scenes contributor to a front-facing player. From then on, TENCEL™ expanded its offerings from fiber creations to pioneering digital technologies. To date, the TENCEL™ brand has exceed expectations across the industry as 'the trusted provider' of high-quality sustainable fibers among leading global fashion and home textile brands. We are thrilled to reach this milestone

and are looking forward to driving continuous innovation and building stronger partnerships over the next 30 years and beyond."

Digital technologies enabling supply chain transparency

Since 2018, TENCEL™ has redefined itself as a consumer-facing ingredient brand. This success is reflected in the collaboration between TENCEL™ and more than 300 brand partners globally in various consumer-centric campaigns. The 2021 launch of TENCEL™ eShop, the first ever e-commerce channel created by a sustainable fiber producer, is a testament to TENCEL™'s strong relationships with its brand partners and its commitment towards encouraging consumers to make informed purchases.

As part of the "digital first" strategy of the TENCEL™ brand, TENCEL™ invested heavily in proprietary technologies to reduce environmental impact during textile production and developed platforms to support stakeholders' sustainability momentum. From the introduction of fiber identification technology to fabric certification and licensing services offered via the Lenzing E-Branding Service platform, the TENCEL™ brand has been a driving force towards full-scale supply chain transparency.

The achievements of the TENCEL™ brand thus far can be largely accredited to the ongoing trust, confidence and support of its supply chain partners, without whom, this milestone would not have been possible. Looking ahead, cross-sector collaboration between mills, fabric makers, brands and non-governmental organizations, will remain a key priority for TENCEL™ and help to further enable supply chain transparency and digitalization of the textile industry.

"With its circularity and solution for low carbon emissions, TENCEL™ is the answer to an eco-strategy in fashion," said Adriano Goldschmied, Genious Group President and Founder. "I was first introduced to the TENCEL™ brand about 30 years ago, when I was looking to give denim a more feminine and friendly style. I was so impressed by TENCEL™ that I designed a complete collection, which revolutionized the textile and denim industry. In an era where comfort and sustainability are 'must-haves', TENCEL™ branded fibers are essential."

"Our partnership with the TENCEL™ brand began more than 20 years ago," said Mr. Durai Palanisamy, Executive Director at Pallavaa Group. "TENCEL™ branded fibers are produced more efficiently with the most sustainable process and the least amount of ecological footprint. Since our focus is to promote sustainable yarns and fabrics, this collaboration is a perfect alignment, meeting our sustainability goals and those of our customers."

Forging the way to a carbon-zero textile industry

In addition to driving supply chain transparency, the TENCEL™ brand is also committed to achieving net-zero emissions by 2050. In 2020, the industry's first carbon-zero TENCEL™ branded fibers were launched, and the carbon zero offering was quickly extended to fibers with REFIBRA™ technology in 2021. Anticipating the rising demand from consumer brands for specialty fibers, Lenzing has been strengthening its production capabilities with an ambitious growth plan. Such growth will be fueled by the opening of the world's largest lyocell production facility in Thailand in early-2022.

"In 2022, we will continue to focus on producing carbon-zero innovations that make a difference to the textile and fashion industries," said Florian Heubrandner, Vice President Global Textiles Business at Lenzing. "The next decade will see more sustainability-driven innovations unveiled to actualize our 2050 vision. We are grateful to have worked alongside our partners and colleagues over the last 30 years and we look forward to greater success in the next 30!"

"In celebration of our 30-year milestone, the TENCEL™ brand will be commencing a series of brand, employee, and consumer activations globally to further advocate for change as part of the 'Feel Good Fibers Since 1992' campaign," said Harold Weghorst, Global Vice President of Marketing & Branding at Lenzing. "We would not be able to accomplish these initiatives without the support and goodwill of our partners, to whom we are truly thankful. Moving forward, we will continue to empower brand partners and consumers on their journey to sustainability with our ongoing initiatives, like the #MakeItFeelRight Digital Campaign and TENCEL™ X Partner Campaign."

Factsheet

Feel Good Fibers since 1992

Celebrating 30 years of sustainable fiber innovation with TENCEL™

Launched in 1992, TENCEL™ is the flagship brand under the Lenzing Group that covers textile fiber offerings derived from renewable wood sources. Since then, TENCEL™ has been driving the evolution of fiber solutions for the apparel and home textile segments through a number of industry-first innovations, environmentally responsible production processes, and close collaboration with brands and industry stakeholders.

TENCEL™ branded fibers are known to be soft to the skin, smooth to the touch and contribute to breathability, offering specialty fiber solutions across all segments through *TENCEL™ General, TENCEL™ Active, TENCEL™ Denim, TENCEL™ Intimate, TENCEL™ Footwear, TENCEL™ Luxe* and *TENCEL™ Home.*

Looking forward, TENCEL™ will continue to build on its achievement and success over the past 30 years as it continues striving towards a sustainable future, ultimately achieving a carbon neutral textile industry.

Unique offerings

1992 – TENCEL™ Lyocell fibers first began production in Alabama, U.S.

1997 – Lenzing launched the first full-scale lyocell production plant in Heiligenkreuz, Austria

2004 – Lenzing acquired the TENCEL™ brand and its production sites in the U.S. and the U.K., tripling its lyocell capacity

2011 – Lenzing further expanded it's lyocell fiber production and started building the first lyocell fiber plant in Lenzing, Austria

2017 – Lenzing launched TENCEL™ Lyocell fibers with REFIBRA™ technology, utilizing a mixture of wood from sustainable sources and cotton waste from garment production

2017 – TENCEL™ Luxe Lyocell filament yarn was introduced to offer high-end fashion sustainable fiber materials

2018 – Lenzing redefined TENCEL™ as the flagship brand that covers textile specialty product fiber offerings to enhance product brand offerings and drive consumer demand; TENCEL™ brand offering extended to cover TENCEL™ Modal fibers

2019 – Industry breakthrough for Lenzing's pioneering REFIBRA™ technology with the successful production of TENCEL™ Lyocell fibers using post-consumer cotton waste

2020 – Launched carbon zero TENCEL™ fibers to reinforce Lenzing's commitment to the Science Based Targets initiative and reduce overall carbon emissions

2021 – Launched matte TENCEL™ branded lyocell fibers for the denim industry; Launched TENCEL™ Limited Edition, Introduced world's first TENCEL™ Lyocell fiber made of orange pulp and wood with Orange Fiber

2022 – Opening one of the world's largest Lyocell production facilities in Thailand to drive ambitious growth plan for TENCEL™ branded fibers

Pioneering technology innovations

1990s – Micro technology ensures TENCEL™ branded fibers are extra fine and delicate, to produce lightweight fabrics

1999 – Cross-linking fibers enhance comfort in knitwear applications

2010 – Eco Color technology guarantees long-lasting color fastness and versatility in textiles produced using TENCEL™ Modal fibers

2017 – Eco filament technology supports TENCEL™ Luxe filament yarn production

2018 – Launched Lenzing E-branding platform to enable producers, retailers and brand owners to showcase their use of sustainable TENCEL™ fibers; Eco Soft technology provides exquisite softness for TENCEL™ Modal fibers

2020 – Eco Clean technology provides total chlorine-free-bleached TENCEL™ Modal fibers

2020 – Collaboration with TextileGenesis™ delivers Blockchain-enabled supply chain traceability for TENCEL™ fibers

2021 – Indigo Color technology manufactures TENCEL™ Modal fibers for the denim segment

Key collaboration achievements

Following the rebranding of TENCEL™ brand in 2018, a number of consumer-centric initatives have been launched to support the shift towards a more sustainable lifestyle. The TENCEL™ eShop, launched in 2020, is the industry's first e-commerce platform managed by a fiber manufacturer.

To date, TENCEL™ has worked with over 300 co-branding partners globally on customer-oriented campaigns such as *Make It Feel Right, TENCEL ™ X,* and *True Carbon Zero*. Such collaborations helped to encourage consumers to make informed purchases and push for the adoption of sustainable practices across the fashion industry.

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