## Lenzing AG Concludes 'The Lenzing Conclave' at Salem

# Lenzing AG Concludes 'The Lenzing Conclave' at Salem: *Receives Applause from the region's Traditional Wear Industry*

- *First ever initiative aimed at empowering Indian textile industry on global best practices across value-chain*
- *Featured focused discussions and rich ideas exchange on new-age solutions with industry as well as international experts*
- *Apart from Salem, Conclave previously held across Rajapalayam and Solapur; witnessed participation from over 200 leading players*

The Lenzing Group, market leader in wood-based specialty fibres, hosted the **'The Lenzing Conclave'** at Salem. The conclave is an India-first initiative by Lenzing group, aimed at empowering the textile industry with best global practices in sustainable textile. The conclave featured insightful discussions with industry experts and leaders with a focus on the regional traditional wear market. India is among the top markets for Lenzing Group and 'The Lenzing Conclave' represents commitment to partner with all stakeholders in achieving its overall Sustainable Development Goals.

Speaking on the initiative, **Mr. S. Jayaraman, Senior Commercial Director, Lenzing Group, AMEA and NEA** shared*, "At Lenzing AG, we have been developing solutions for tomorrow's challenges with single-minded focus on balancing three 'Ps" - People, Planet and Profit. We understand that the textile industry is a key revenue generator for the Indian economy, unfortunately, it is also one of the most polluting. Mitigating the environmental impact of the industry requires joint efforts from all stake holders, and with that in mind we intended to connect with the Salem traditional wear industry which plays a significant role in the traditional wear category for the region. 'The Lenzing Conclave' is representative of our efforts in steering the country's textile industry towards more responsible practices."*

*"We are truly encouraged by the heartening response at Salem for the 'The Lenzing Conclave' and will take the initiative to more textile hubs across the country in the coming months. We would also like to thank our partners for being part of this initiative and contributing to making the initiative was very engaging, educative and positive." Said* **Mr. Avinash Mane, Commercial Director, Lenzing Group, South Asia**.

The conclave witnessed participation from Indian traditional wear manufacturers, traders and spinners who utilized the opportunity to absorb from the experiences of some early adaptors of sustainable traditional wear products in India. Insightful panel discussion on adoption of new age fibers in traditional wear and its overall scope featuring experts from design, retail and supply chain received much appreciation from attendees. Lenzing also displayed their latest range of product innovations which included sarees, dhotis and shirts made from TENCEL™ fibers. The new innovations incorporate the globally sought after attributes of TENCEL™ fibers, like superior softness, comfort, elegant aesthetics and high environmental standards, into the traditional wear outfits.

Prior to hosting the conclave in Salem, Lenzing also hosted a conclave at Solapur in Maharashtra in collaboration with Textile Development Foundation and Rajapalayam in collaboration with the Rajapalayam Spinners Forum. The initiative offered the industry players an opportunity to interact and learn on best practices in sustainable textile solutions through industry leaders as well as international experts like Uster Technologies, textile testing and equipment manufacturing firm as well as textile consultancy SWTS Consultants. The conclave helped develop stronger relationships and expanded network of partners within the region with shared commitment towards adopting sustainable practices across the production chain right to the end customer.

With a presence of over two-decades in the Indian market, Lenzing has taken the lead in empowering India's textile industry across the textile value chain to adopt more eco-friendly practices with the introduction of its

flagship textile brand TENCEL™. 2022 marked three decades of TENCEL™, Lenzing's flagship textile brand which has empowered global brands across the textile value chain to adopt more eco-friendly practices. In India, Lenzing has evolved from one-product brand into a growing-basket of offerings as consumers demand for sustainable clothing continue to grow. These include TENCEL™ and LENZING™ ECOVERO™ branded specialty fibers, Lenzing Group recently introduced Carbon-zero TENCEL™ branded fibers that are certified as CarbonNeutral® and group's key initiative towards its goal of reaching net zero carbon emissions by 2050. Lenzing today is present across all major textile categories in India such as ethnic wear, intimate wear, general outerwear, denims and home furnishings. In 2020, Lenzing launched its first 'The Lenzing Hub' in Mumbai, and in 2022, it opened its second Supply Chain Solutions Hub in Surat, both of which are effectively meeting the demands of local businesses.