TENCEL™ Modal fiber with Indigo Color technology won 2022 ITMF Award for Sustainability and Innovation

- The Indigo Color technology features an innovative one-step, spun-dyeing process that delivers superior color fastness relative to conventional indigo dyeing
- Significant savings achieved in water, electricity and chemical usage during fiber production process enhances sustainability of finished products

Lenzing – Lenzing, the world's leading supplier of sustainably produced specialty fibers, has been recognized in The International Textile Manufacturers Federation (ITMF)'s ITMF Awards 2022 for its unwavering commitment towards paving sustainable practices for the denim industry. Paving a clear path towards a more sustainable denim industry, TENCEL™ Modal fiber with Indigo Color technology was presented with the award for Sustainability and Innovation at the ITMF Annual Conference today in Davos, Switzerland.

First launched in 2021, TENCEL™ Modal fiber with Indigo Color technology has been established as the foremost fiber solution to address the demand for more eco-responsible fiber alternatives among denim brands and retailers. The new technology incorporates indigo pigment directly into TENCEL™ branded modal fibers using a one-step, spun-dyeing process. Such process delivers superior color fastness relative to conventional indigo dyeing. Compared with traditional rope-dyed indigo yarns, the production of TENCEL™ Modal fiber with Indigo Color technology saves around 99% of water and electricity, 80% of chemicals and even 100% of heat energy, significantly reducing the ecological footprint of denim products.

"At Lenzing, sustainability and innovation are key drivers of our business, and it is truly an honor to be recognized by industry players and the ITMF Awards. Through a blend of eco-responsible materials and pioneering technology, we created a new benchmark for the denim industry with TENCEL™ Modal with Indigo Color technology. We will continue to innovate our fiber offerings to address the rising demand for eco-responsible alternatives. With each fiber innovation, we are one step closer to reducing environmental impact of our textile industry ecosystem," said Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG.

TENCEL™ Modal with Indigo Color technology fibers offer virtually endless possibilities, from denim to outerwear, active attire and footwear. Without the worry about harmful chemicals, the new fibers can even open up applications for indigo in baby items, such as clothing and sheets.

"While we continue to explore different washes, effects and fiber blends, we are open for innovation and what can be done. Beyond the denim market there are already commercial programs in knitwear. With so many great minds and new ideas out in the market, this is an excellent opportunity to experiment with something new and

lower the environmental footprint," said Tricia Carey, Director of Global Business Development Denim and Americas, Lenzing AG.

To date, TENCEL™ Modal with Indigo technology has been designated BioPreferred® by the United States Department of Agriculture (USDA) and was certified with the EU Ecolabel.

For more information about TENCEL™ Modal fibers with Indigo Color technology, please visit https://www.tencel.com/b2b/technologies/indigo-color-technology