Collaborative Success: Lenzing Group's Conclave Uplifts Coimbatore Weavers with Eco-Friendly Fibers

The Lenzing Group, a world-leading provider of wood-based specialty fibers, recently hosted the highly anticipated 'The Lenzing Conclave' in Coimbatore, Tamil Nadu. This event served as a platform for over 60 experts from the region to engage in knowledge exchange and explore the versatile applications of TENCEL™ branded fibers and LENZING™ ECOVERO™ branded viscose fibers through an extensive product display and interactive seminar.

Over the past decade, the Lenzing Group has witnessed a surge in demand for its fibers across South Asia and India, strengthening its presence in the regional market. Coimbatore, known as the 'Manchester of South India,' is a significant textile hub and also houses the regional head office of the Lenzing Group in South Asia. As a result, 'The Lenzing Conclave' in Coimbatore presented a unique opportunity for the Lenzing team and local industry stakeholders from Palladam, Somanur, and Avinashi to collaborate and integrate new-age fibers like TENCEL™ and LENZING™ ECOVERO™ into their weaving processes, fostering innovation.

Coimbatore has earned recognition as a prominent center for weaving, made-ups, and apparel production, with approximately 70% of its products serving the domestic market and the rest being exported to Western markets. As the Indian market seeks alternatives to traditional cotton fibers, there is a growing demand for wood-based cellulosic fibers and blending opportunities. This creates an excellent environment for exploring TENCEL™ lyocell and LENZING™ ECOVERO™ viscose fibers and developing new products that not only offer superior quality but also align with the increasing focus on sustainability.

Mr. Avinash Mane, Sr. Commercial Director – Textile Business, AMEA & NEA, Lenzing Group, South Asia, expressed his delight at the success of 'The Lenzing Conclave' in Coimbatore. He highlighted the remarkable power of collaboration and innovation in the textile industry, bringing together experts from fibers, weaving, and spinning. The event showcased the passion and interest in Lenzing fibers among Coimbatore's weaving community and reaffirmed the group's commitment to the region's sustainable textile products.

The Lenzing Group maintains a close collaboration with weavers, offering technical expertise, bulk production support, and marketing tools to effectively promote their innovative products. This additional assistance alleviates weavers' concerns during the post-development stages. The adoption of TENCEL™ and LENZING™ ECOVERO™ fibers in weaving hubs has generated interest, with great potential to

elevate product quality and create substantial value. Empowered by Lenzing's unwavering support, weavers can confidently introduce their finest offerings to the market. The inclusive conclave attracted diverse participants eager to learn more about Lenzing fibers.

Having already achieved successful experiences in various hubs like Surat, Ichalkarinji, and Tirupur, Lenzing, in collaboration with the weaving community, aims to foster superior products for both domestic and international markets. This effort reinforces the region's position in the global textile industry while contributing to sustainability goals. The Lenzing Group continues to drive collaborative success, uplifting Coimbatore weavers with eco-friendly fibers and innovative solutions.