

**feels free,
naturally**



TENCEL™ Denim



Feels so right

TENCEL™ Denim

TENCEL™ Denim cellulose fibers of botanic origin are tailored to a sustainable lifestyle, liberating personal expression through movement by its natural comfort, smoothness and versatility.

For 150 years, denim has been a growing part of the cultural landscape around the world. Its versatility allows it to be worn as work wear as well as fashion.



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botanic origin

TENCEL™ branded lyocell fibers are derived from sustainable wood sources, harvested from certified and controlled sources using a closed loop production process.

TENCEL™ branded modal fibers are mainly manufactured from the renewable source of raw material beech wood, sourced from sustainable forests in Austria and neighboring countries, produced by Eco Soft technology.



sustainable production

TENCEL™ Denim gives customers peace of mind knowing their products are eco-responsible have a low carbon footprint. Jeans made with TENCEL™ Lyocell and Modal fibers use innovative technology with low amounts of water.

TENCEL™ Lyocell fibers have gained the reputation for their environmentally responsible, closed loop production process, which transforms wood pulp into cellulosic fibers with high resource efficiency and low ecological impact. This solvent-spinning process recycles process water and reuses the solvent at a recovery rate of more than 99%.

applicable technology



Eco Color technology

Eco Color technology implements the process of dope dyeing, where color pigments are deeply embedded into TENCEL™ Modal fibers. Dope-dyeing provides efficient ecological advantages, whereby resources are used sparingly. This eco-responsible technology offers long-lasting color-fastness and design flexibility in fabrics.



Eco Soft technology

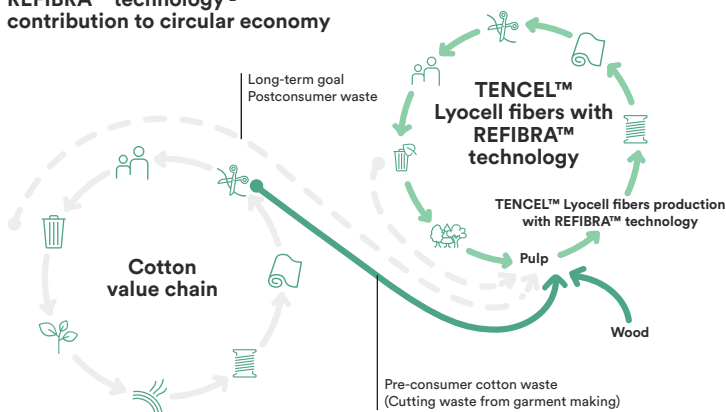
TENCEL™ Modal fibers are produced by Eco Soft technology, offering exquisite softness to textiles. The technology uses elemental chlorine-free bleaching in an integrated pulp to fiber process that has high recovery rates of process ingredients, making this fiber an environmentally responsible choice.



REFIBRA™ technology

The pioneering REFIBRA™ technology involves upcycling cotton scraps e.g. from garment production, in addition to wood pulp, where the raw material is transformed to produce new virgin TENCEL™ Lyocell fibers to make fabrics and garments.

REFIBRA™ technology - contribution to circular economy

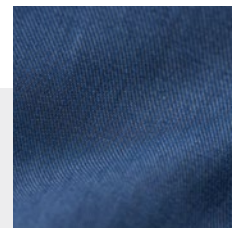


feels right features



strength

TENCEL™ Lyocell fibers are versatile and distinguished by their greater strength among cellulose fibers.



color retention

Color pigments embedded in dope-dyed fiber retain long-lasting color vibrancy more than conventionally dyed fiber, and are less prone to fade even after repeated washing.



enhanced breathability

TENCEL™ Lyocell fibers support body temperature regulating properties through their moisture management. Derived from natural material, the microscopic fibrils of cellulosic fibers are structured to regulate the absorption and release of moisture, contributing to more breathable fabrics that support the body's natural thermal regulation.



long-lasting softness

Exhibiting high flexibility, TENCEL™ Modal wood-based fibers offer textiles a long-lasting quality of exquisite softness. Due to the fiber's sleek cross section, TENCEL™ Modal fibers enhance the soft touch of fabrics even after repeated washing.



smoothness

TENCEL™ Lyocell fibers are naturally smooth to the touch and enhance the quality of fabrics to lightly glide over your skin.

contact for further information

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