



soft on skin,
gentle on nature



x



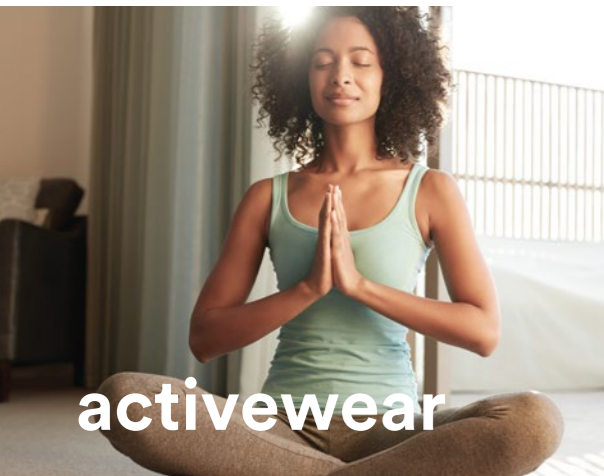
Eco Pure
technology



soft on skin, gentle on nature

Eco Pure technology brings totally chlorine-free-bleached TENCEL™ Modal fibers to the textile industry, offering one of the most responsible and cleanest choices within all existing modal fibers. It is applicable to both of the renowned TENCEL™ Modal and TENCEL™ Modal x Micro fibers. Owing to the gentle bleaching process, fibers tend to be softer than conventionally bleached ones. Moreover, the process is more environmentally responsible than conventional bleaching.

applications



activewear



outerwear



innerwear



totally chlorine-free

TENCEL™ Modal fibers with Eco Pure technology are manufactured with a completely chlorine-free bleaching technology.



supply chain transparency

TENCEL™ Modal fibers with Eco Pure technology are identifiable throughout the whole textile supply chain, until the final garment. A special identification technology supports the supply chain transparency.



responsible environmental choice

TENCEL™ Modal fibers with Eco Pure technology offer the most environmentally responsible choice within all existing modal fibers, including those with Micro technology. Chlorine-free bleaching in pulp and fiber delivers the cleanest modal production technology currently existing.



Austrian origin

TENCEL™ Modal fibers with Eco Pure technology are produced exclusively in Austria, mainly from beech wood sourced from sustainably managed forests in Central and Eastern Europe. They are manufactured with a totally chlorine-free bleaching technology for both pulp and fibers, in an integrated production site with high environmental standards.



Eco Pure technology

Both pulp and TENCEL™ Modal fibers with Eco Pure technology are bleached by a totally chlorine-free process. Owing to the gentle bleaching process, textiles made predominantly of such fibers tend to be softer compared to conventionally bleached TENCEL™ Modal fibers.

feels right features

TENCEL™ Modal x Eco Pure fibers



long-lasting softness



enhanced breathability



sustainable production

TENCEL™ Modal x Micro fibers with Eco Pure technology



Micro technology



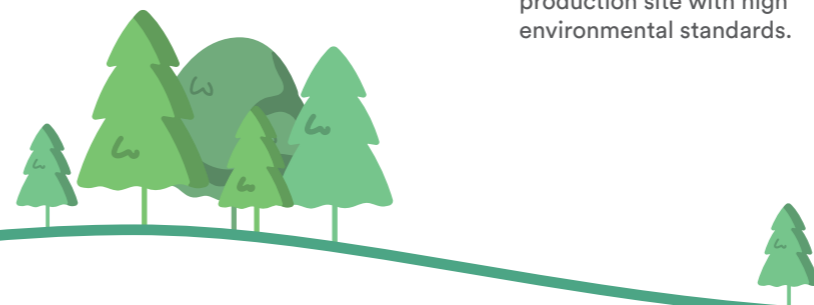
comfortable next to skin



fine softness for comfort



superb lightness



contact for further information

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Innovative by nature