

keep it  
circulating



 **Tencel**<sup>™</sup>  
Feels so right

x



**REFIBRA**<sup>™</sup>  
technology

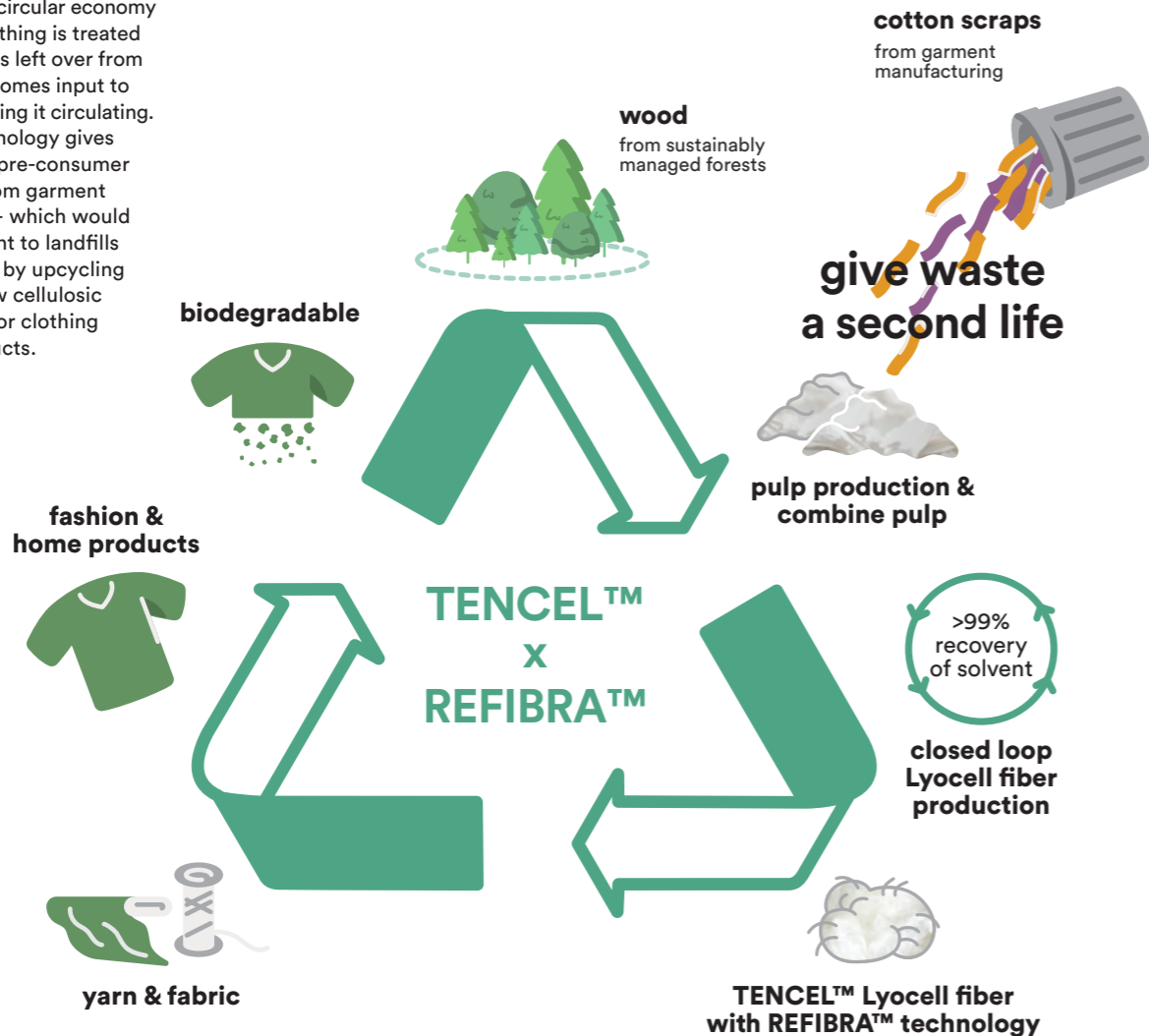
## the price of fashion

The color and fun of fashion comes at a cost – our appetite for fast fashion is literally trashing the planet. Worldwide **48 million tons of textiles** end up as waste every year, of which **73% ends up in landfills** or is incinerated\*.

The problem starts long before the clothes are even manufactured. Not only does production of clothes and home textiles consume massive quantities of water and energy, but **10 to 30% of fabric is wasted in the cutting process\*\***. Too often these offcuts are simply thrown away, yet there is a solution to this problem:

# keep it circulating.

In the emerging circular economy of the future, nothing is treated as waste. What is left over from one process becomes input to another, so keeping it circulating. REFIBRA™ technology gives a second life to pre-consumer cotton waste from garment manufacturing – which would otherwise be sent to landfills or incinerated – by upcycling it into brand new cellulosic fiber materials for clothing and home products.



## protecting the environment in style

### sustainably managed forests



### botanic origin

TENCEL™ Lyocell fibers with REFIBRA™ technology are produced from a mix of wood pulp from sustainably managed forests with up to one third of pulped cotton scraps. With both raw materials originating from plant sources, the resulting fibers are

**100% biobased.**

**95%** less water

### sustainable production

Using the award-winning efficient closed loop production process, TENCEL™ Lyocell fibers produced with REFIBRA™ technology use

**95% less water**

to produce than conventional cotton, with high resource efficiency and low environmental impact.

certified as fully

**compostable & biodegradable**



from nature back to nature

The afterlife of unwanted garments is also taken care of, as all TENCEL™ Lyocell fibers are certified as **fully compostable and biodegradable**, and products made from them can fully revert back to nature, maintaining the environmental balance.



TENCEL™ Lyocell fibers with REFIBRA™ technology can be

**identified in the final product**

### quality assurance

Lenzing's special manufacturing system allows genuine TENCEL™ Lyocell fibers with REFIBRA™ technology to be **identified in the final product**, even after long and numerous steps along the value chain. With this innovation, environmentally conscious brands and consumers can be assured that they are actively contributing to the circular economy.

## “feels right” features benefit consumers and the environment

With their unique physical properties, TENCEL™ Lyocell fibers with REFIBRA™ technology deliver quality, performance and versatility in consumer applications. These fibers are the optimal choice as they bring the added benefit of circularity – diverting tons of cotton scraps from the waste stream.

### gentle on skin

TENCEL™ Lyocell fibers give fabrics a soft feel, ensuring comfort for sensitive skin.

### moisture management

TENCEL™ Lyocell fibers absorb moisture more efficiently than cotton, supporting the body's natural thermal regulating mechanism.

### strength

TENCEL™ Lyocell fibers are durable and deliver long-lasting quality.





# contact for further information

**Lenzing:** Lenzing Aktiengesellschaft, Werkstraße 2, 4860 Lenzing, Austria  
Tel: +43 (0)7672 701-0, Fax: +43 7672 701-3880, E-mail: fibers@lenzing.com

## GLOBAL OFFICES

**Coimbatore:** Lenzing AG, India Branch Office  
Race Course 70, 641018 Coimbatore, India  
Tel: +91 (422) 4292 800, Fax: +91 (422) 4292 814, E-mail: india@lenzing.com

**Hong Kong:** Lenzing Fibers (Hong Kong) Ltd.  
Units 804-806, 8/F., Lu Plaza, 2 Wing Yip Street, Kwun Tong, Kowloon, Hong Kong  
Tel: +852 3718 5600, Fax +852 3718 5601, E-mail: hongkong@lenzing.com

**Istanbul: Lenzing Elyaf A.Ş.**  
Akat Mah. Ebulula Mardin Cd. Maya Meridien Plaza, No.16, 34335, Akatlar-Beşiktaş, İstanbul, Turkey  
Tel: +90 212 349 71 71, Fax: +90 212 349 71 81, E-mail: turkey@lenzing.com

**Jakarta: PT. South Pacific Viscose**  
Sampoerna Strategic Square, South Tower, 22nd Floor,  
Jl. Jend. Sudirman Kav. 45-46, Jakarta-12930, Indonesia  
Tel: +62 (21) 5771630, Fax: +62 (21) 5771640, E-mail: jakarta@lenzing.com

**New York: Lenzing Fibers Inc.**  
530 Seventh Avenue #808, New York, NY 10018, U.S.A.  
Tel: +1 212 944-7400, E-mail: newyork@lenzing.com

**Seoul: Lenzing Korea Yuhan Hoesa**  
19th fl. 2, Wiryeseong-daero, Songpa-gu, Seoul, 05544, Korea  
Tel: +82 2 782 6131, Fax: +82 2 782 6132, E-mail: seoul@lenzing.com

**Shanghai: Lenzing Fibers (Shanghai) Co. Ltd.**  
Units 06-08, 15th Floor, Garden Square, No.968 West Beijing Road, 200041 Shanghai, China  
Tel: +86 (21) 3315 2438, Fax: +86 (21) 6341 0007, E-mail: shanghai@lenzing.com

**Singapore: Lenzing Singapore PTE Ltd.**  
51 Bras Basah Road, Manulife Center 02-02/03, Singapore 189554, Singapore  
Tel: +65 65506730

[www.tencel.com](http://www.tencel.com)

TENCEL™ and REFIBRA™ are trademarks of Lenzing AG.  
© 2019 Lenzing AG

Media Owner, Publisher and Producer: Lenzing Aktiengesellschaft, Werkstraße 2, A-4860 Lenzing, Austria

Lenzing AG is the sole owner of the Lenzing Trademarks (in particular TENCEL™, LENZING™, ECOVERO™, REFIBRA™) and goodwill associated therewith and has valuable rights in and to the Trademarks. Any information, texts, pictures, drawings, descriptive and visual elements, claims or photographs (including all marketing materials) contained in this Leaflet are protected by copyright and are the sole intellectual property of Lenzing AG, its affiliates or third parties providing the information for the benefit of Lenzing AG.

Despite careful research and diligent in-house and external studies conducted with the utmost of care, Lenzing AG assumes no liability whatsoever for the actuality, correctness and quality as well as preciseness and correctness of the information made available in this Leaflet. This applies in particular to any claims contained in this Leaflet, which refer to Lenzing fibers only. Lenzing AG expressly reserves the right to change, add to or delete individual pieces of information, parts of individual pages and / or the entire Leaflet and to cease publication of the Leaflet either temporarily or finally. Subject to typographical and printing errors.

Nothing herein shall be construed as assigning, transferring or granting any right in or license to use Lenzing Trademarks, Brands, Branded Offer names, Technology names, any copyright protected material or any marketing claims contained in this Leaflet. Any use of Lenzing Trademarks, Brands, Branded Offer names, Technology names or of any copyright protected material or of marketing claims contained in this Brochure require a prior license from Lenzing AG.

For any further information, please visit our homepage [www.tencel.com](http://www.tencel.com).



Innovative by nature