

Sustainable Fibres

Good for the People – Good for the Planet

Planet Textiles, 18th March 2010, Hong Kong

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contents

- Introduction to Lenzing
- Good for the planet
 - raw material
 - measuring sustainability
 - LCA of fibre production
- Good for the people
 - products made from Lenzing fibres

Introduction to Lenzing

- Lenzing is a global company
 - HQ in Austria, Europe
 - ~6000 employees
 - \$1.5 billion turnover
- Main activities in cellulosic fibres
- Supply to textile and nonwoven industries

Production Sites

Lenzing / Austria



Purwakarta / Indonesia



Nanjing / China



Mobile / USA



Grimsby / UK



Heiligenkreuz / Austria



Production Volumes 2010

Austria	LAG	Lenzing Viscose Lenzing Modal	255,000tons
Austria	LFG	TENCEL	50,000tons
UK	LFGG	TENCEL	35,000tons
USA	LFI	TENCEL	25,000tons
Indonesia	SPV	Lenzing Viscose	220,000tons
China	LNF	Lenzing Viscose	75,000tons
			660,000tons

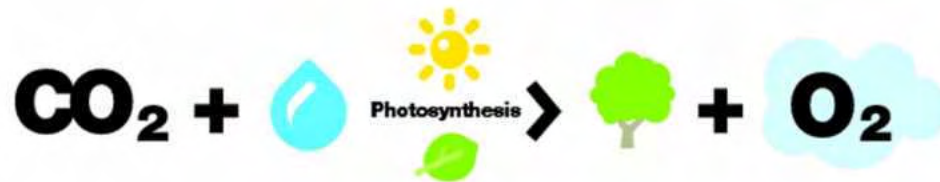
Good for the Planet...

Sustainable Fibres

- Sustainability is a global megatrend
- Covers almost all aspects of life
- Fibres are a critical component in textiles and nonwovens
- Consumers, brands and retailers show increasing interest in raw materials sourcing and production

Cellulose – The Natural Raw Material

- Cellulose is generated by photosynthesis



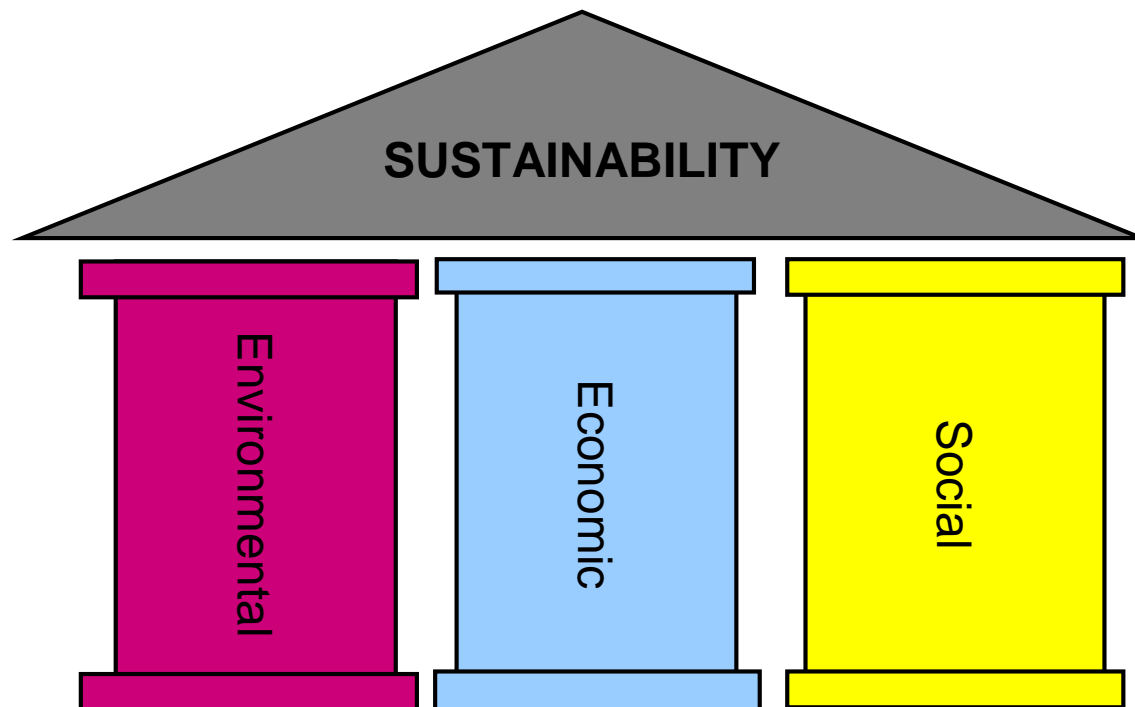
- Most important natural building block
- Available in abundance
- Renewable
- Biodegradable





What is Sustainability?

- Improved quality of life without compromising future generations



Lenzing AG, Austria

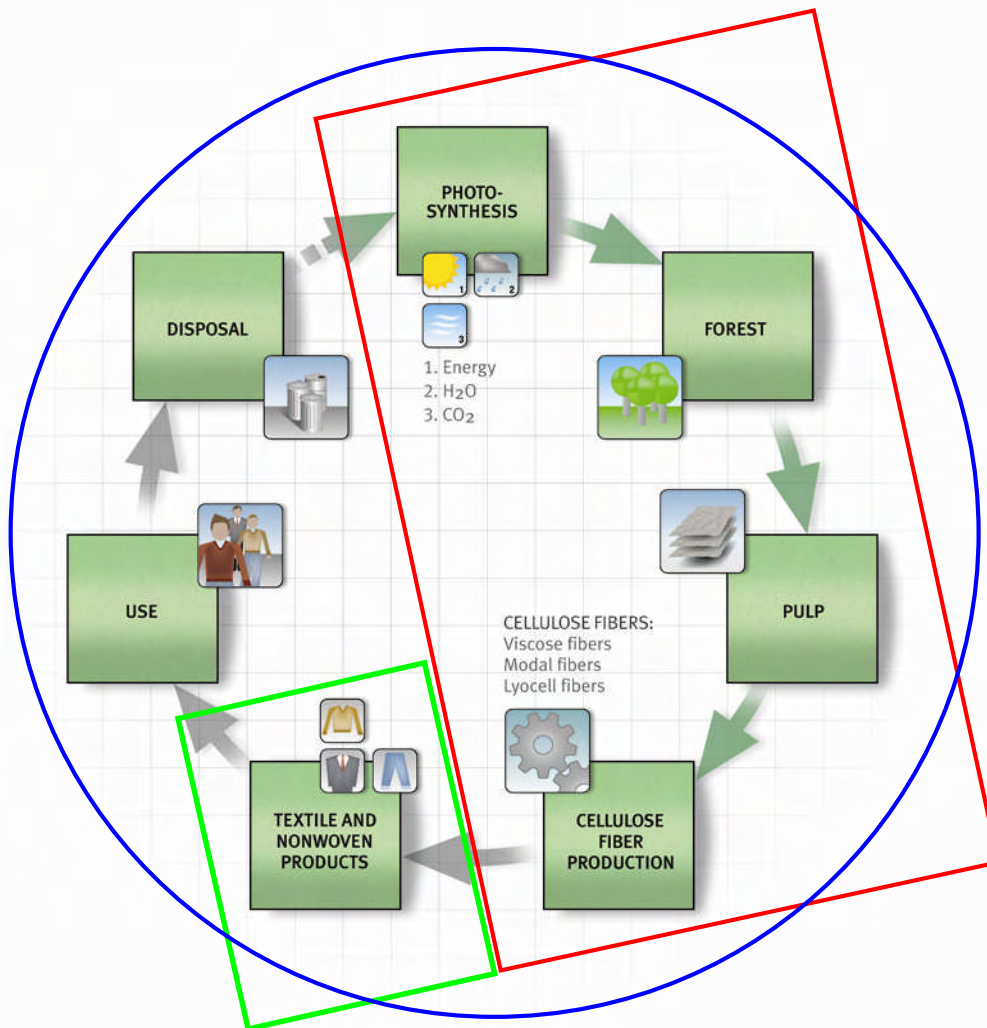
Largest integrated pulp and fibre production plant in the world



How to measure sustainability?

- Accepted approach is Life Cycle Analysis (LCA) and Impact Assessment (LCIA)
- Internationally recognised methodologies like ISO 14040
- Allows comparison between fibres
- Lenzing fibres, cotton, polyester, polypropylene

Natural Cycle of Cellulosic Fibres



LCA

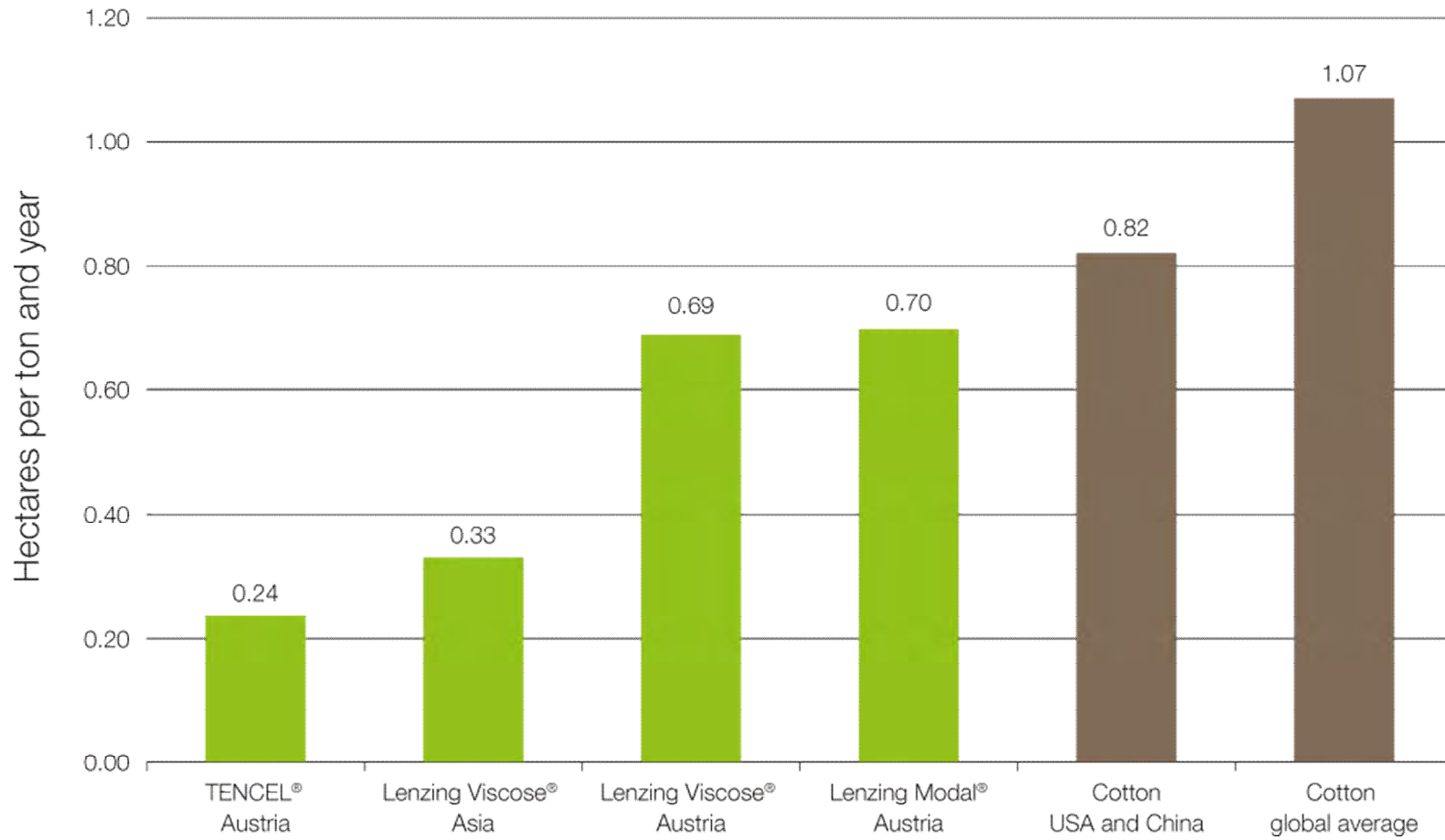
Green Finishing

Eco-Metrics

LCA Study of fibres

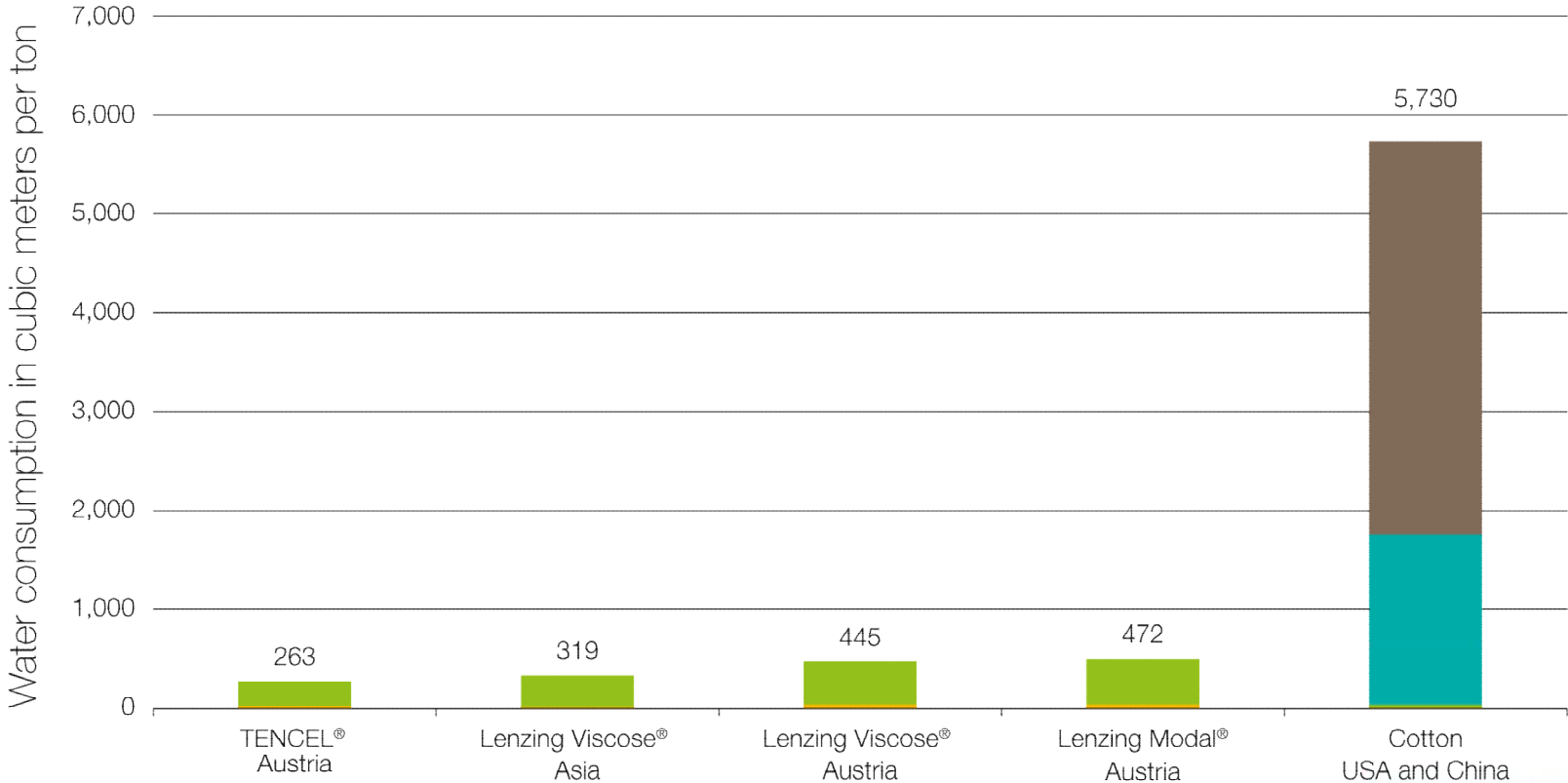
- Comparison of fibre types
 - are there differences between natural, man-made and synthetic fibres?
- Conducted at Cornelius Institute, Utrecht University by Dr Martin Patel and Li Shen
- Data provided by Lenzing and from published sources
- Subject to peer review in USA, UK and Germany

Land Use

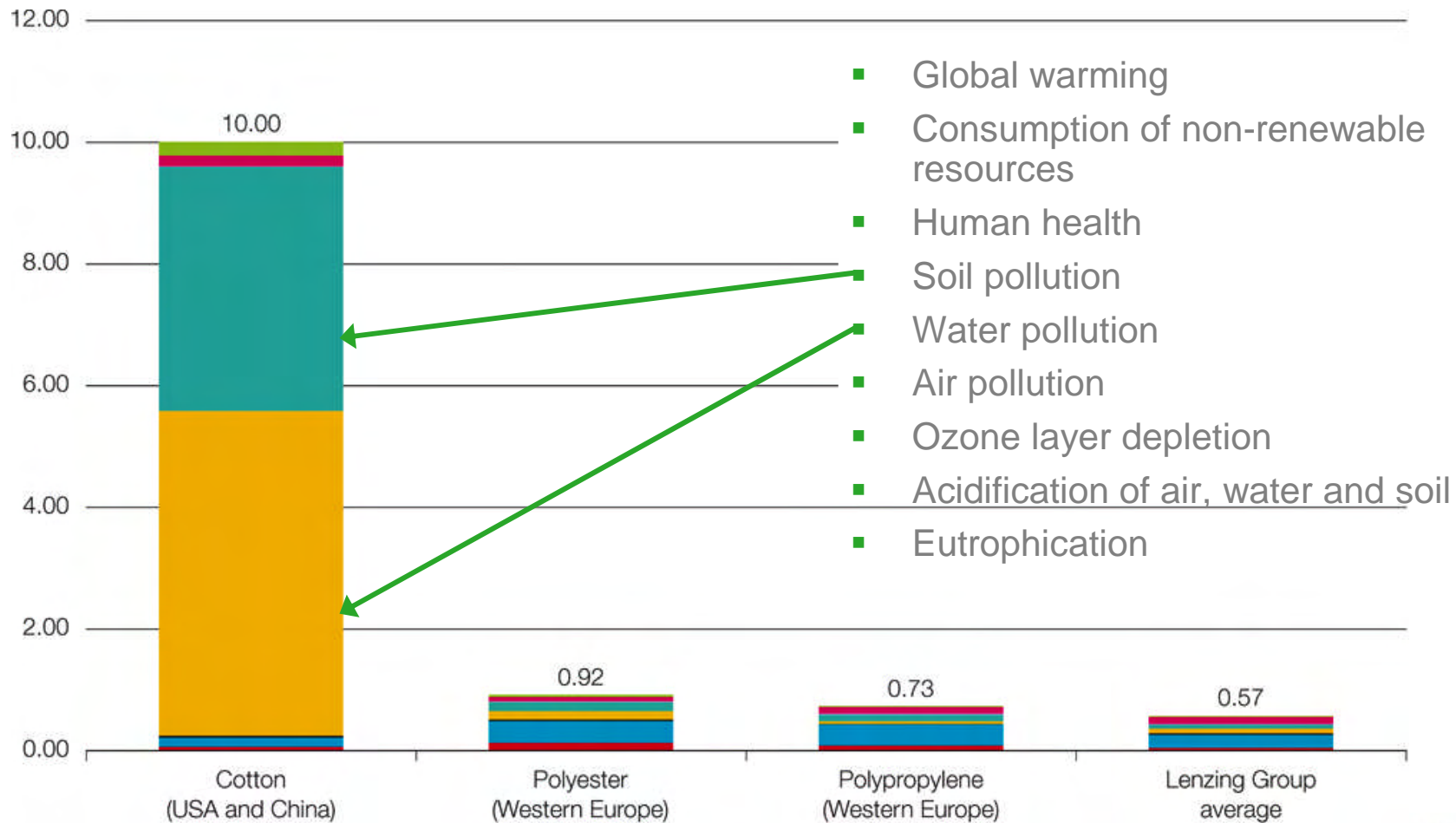


Water Use

■ Process water
 ■ Cooling water
 ■ Surface water irrigation
 ■ Groundwater irrigation



Relative Environmental Impact



Good for the people...



100% TENCEL®
\$145.00



Armani Exchange







TENCEL®

linen, polyester

\$79.00

J.Jill

TENCEL®
linen, spandex
\$89.00



GUESS



80% TENCEL®

20% ramie

\$80.00

BANANA REPUBLIC

30% TENCEL®
70% rayon
\$45.00



100% TENCEL®
\$49.50

Ribbed Wrap
90% TENCEL®
10% silk
\$39.50





Lenzing Modal®
cotton, polyester
\$98.00

Lenzing Modal®
cotton, spandex
\$88.00



ANTHROPOLOGIE



Lenzing Modal®
cotton, spandex
\$78.00



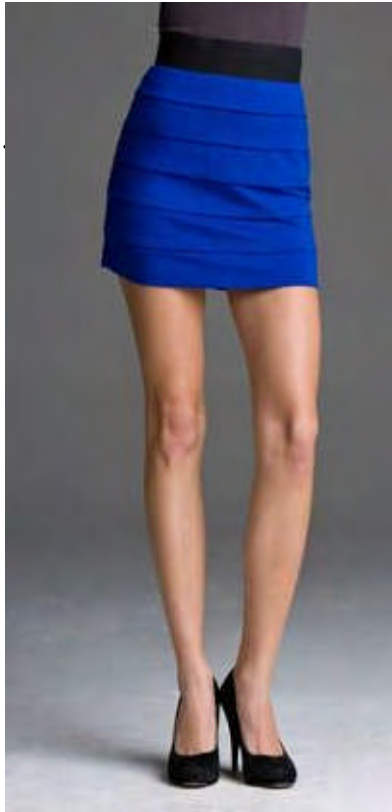
Lenzing Modal®
Cotton, spandex
\$88.00



Lenzing Modal®
Pima cotton, polyester
\$78.00



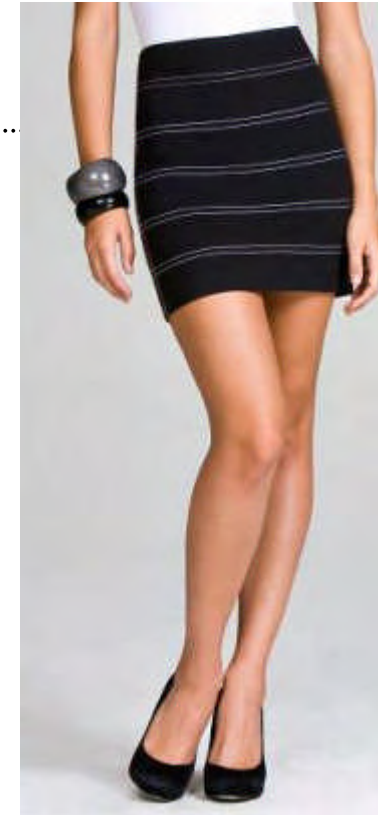
EXPRESS



Lenzing Modal®
Cotton, spandex
\$34.50



Lenzing Modal®,
Cotton
\$29.50



Lenzing Modal®,
Cotton
\$59.50





Victoria's Secret
TENCEL®

94% Lenzing Modal®

6% spandex

Cami: \$29.50

Pants: \$39.50

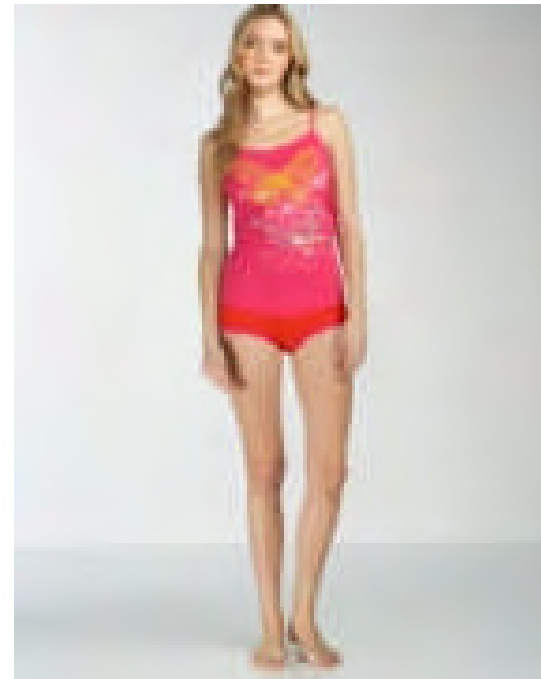


Juicy Couture

Lenzing Modal®

cotton

\$42.00



Juicy Couture

Lenzing Modal®

cotton

Briefs: \$18.00



EMPORIO  ARMANI

NORDSTROM

ARMANI
COLLEZIONI

PANTS: TENCEL®

linen, polyester

\$196.00



57% TENCEL®

43% cotton

\$85.00

45% TENCEL®

55% cotton

\$85.00

65% TENCEL®

35% cotton

\$155.00

57% TENCEL®

43% cotton

\$98.00



MORE COLORS AVAILABLE





BOSS

TENCEL®, cotton

\$62.00



BURBERRY

Lenzing Modal®

silk

\$120.00



Splendid Littles
50% Lenzing Modal®
50% Supima cotton



Nonwoven wipes and eco-bags



Conclusions

- Lenzing fibres are good for the planet
 - made from wood a renewable resource
 - low environmental impact production
- Products made from Lenzing fibres are good for the people
 - apparel, hometextiles, technical textiles, nonwovens
 - aesthetic, performance and environmental
- TENCEL[®], Lenzing Modal[®] and Lenzing Viscose[®] are positive choices for sustainable products

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