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Lenzing wins Upper Austrian State Prize for Innovation 2019

Lenzing – In the competition for the coveted Upper Austrian State Prize for Innovation, the Lenzing Group came out on top and was ranked first in the category “Large Companies.” Lenzing proved to be convincing thanks to the “LENZING™ Web Technology”. This involves a process enabling fiber and nonwovens production in only one step and sets new standards in the field of cellulose nonwoven fabrics with respect to efficiency, circularity and ecological sustainability.

Biodegradable nonwovens for a clean environment

Pollution of the environment by plastics ranks among the most urgent problems of our time. Each day millions of hygiene products and wipes across the globe end up in the garbage and in wastewater. Most of them are comprised of up to 80% polyester and other non-biodegradable fossil materials which strongly burden the environment.

With the LENZING™ Web Technology, Lenzing has developed a patented technology designed to confront this problem. Sustainable and ecologically compatible nonwoven fabrics are manufactured from the renewable raw material wood. These nonwoven fabrics are not only plastic-free but also stand out due to their particularly high environmental friendliness. “Thanks to the unique self-bonding mechanism, in which filaments bond with each other during the laydown process, binding agents found in many nonwovens are no longer required. Accordingly, the nonwoven fabrics produced on the basis of the LENZING™ Web Technology are 100% biodegradable and burden neither people nor the environment”, says Project Manager Gisela Goldhalm.

LENZING™ Web Technology as a solution for the future

“Our objective is to continuously grow with sustainable innovations and take a close look at life and the needs of this world and human beings, above and beyond the production of fibers”, says Lenzing CEO Stefan Doboczky. “With the LENZING™ Web Technology, we have created an exciting and promising solution for ecologically compatible products in the spirit of our corporate strategy sCore TEN, and sustainably support consumers with their daily needs”, he adds.

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About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

Key Facts & Figures Lenzing Group 2018

Revenue: EUR 2.18 bn

Nameplate capacity: 1,034,000 tons

Employees: 6,839

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