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## Lenzing introduces the first carbon neutral lyocell fiber for the nonwovens industry

- VEOCEL™ Lyocell fibers are certified CarbonNeutral® products with a net-zero carbon footprint according to The CarbonNeutral Protocol
- New carbon neutral offering enables Lenzing's VEOCEL™ brand to lead the transformation of the nonwovens industry towards decarbonization

Lenzing – Lenzing – A keen advocate to transform the nonwovens industry with greater transparency and sustainability measures, Lenzing's VEOCEL™ brand is marking a new milestone with the introduction of the industry's first carbon neutral VEOCEL™ branded fibers. The new offering for Lyocell fibers will enable the VEOCEL™ brand to support nonwoven industry partners and product brands to reduce climate impact through the use of fibers with a net-zero footprint.

As a brand that has been dedicated to offering products based on renewable material wood, derived from sustainably managed forests, VEOCEL™ is leading by example, making significant strides in achieving new certification standards and now also reinforcing Lenzing's commitments to carbon neutrality.

“At Lenzing, we are very proud of the progress we have been making to address climate change,” said Robert van de Kerkhof, Member of the Board of Lenzing. “The new carbon neutral VEOCEL™ Lyocell fibers will play a big role in contributing to our goal to become a net-zero company by 2050. At Lenzing, we understand that caring for the environment isn't just good business, but good for the business. That is why we are becoming even more dedicated to effecting real change to the industry as we come out of the COVID-19 pandemic, and embrace climate protection through our zero carbon commitments and ongoing innovations.”

### Certified CarbonNeutral® product for climate protection

As of June 2021, VEOCEL™ Lyocell fibers are available as certified CarbonNeutral® products with a carbon footprint reduced to net-zero according to The CarbonNeutral Protocol. Achieving certified carbon neutrality was the result of Lenzing's ambitious carbon reduction efforts over the last years and the collaboration with

Natural Capital Partners, a recognized global leader in the design, development and delivery of corporate climate action programmes. Together it was possible to reduce carbon emissions to net-zero through a mix of higher production efficiencies, use of renewable energy sources, low-carbon materials and the dedicated support of an external nature-based carbon removal project. These VEOCEL™ branded fibers reinforce Lenzing's commitment to the Science Based Targets initiative around reduction of total global carbon emissions, a quest driven by the UN Paris Agreement.

“The first step in taking action, is understanding the problem at hand,” said Jürgen Eizinger, Vice President of Global Nonwovens Business at Lenzing. “The VEOCEL™ brand is committed to making the shift to carbon neutrality an ongoing effort. Emission from raw materials is often the biggest part of a product or corporate footprint. To reduce these indirect emissions, a company can either avoid such a material or depends on its value chain to deliver new climate friendly solutions. With our new offer of carbon neutral VEOCEL™ Lyocell fibers, we can certainly help our partners and customers reduce their emission impact.”

### **Partnering for Change**

Consumers are holding their brands to higher standards when it comes to carbon neutrality and climate friendly products. As an ingredient brand, VEOCEL™ is committed to guiding and partnering with retailers, brands and the nonwoven industry toward improving the carbon footprint and environmental impact of raw materials and products. Materials and goods produced with VEOCEL™ Lyocell fibers certified as CarbonNeutral® products will benefit from a specially developed VEOCEL™ “climate care” logo. The VEOCEL™ “climate care” initiative signifies Lenzing's commitment to offer climate friendly solutions to limit global warming, reduce its carbon footprint and engage with partners along the supply chain to provide more sustainable nonwovens solutions.

“With the newly minted VEOCEL™ ‘climate care’ logo, we hope to build a connection between brands and consumers. When consumers see products with the ‘climate care’ logo on the packaging, they will be able to recognize that the product is made of VEOCEL™ Lyocell fibers which have a neutral impact on our climate. This will not only give them confidence about making more informed, eco-conscious purchase decisions, but also reassure that they are taking a proactive step to tackle climate change,” added Eizinger.

The VEOCEL™ brand will be sharing more details around Lenzing decarbonization effort for the nonwovens industry and the path forward during the EDANA Outlook event on April 23rd. Please refer to here for more details.

**Photo download:**

<https://mediadb.lenzing.com/pinaccess/pinaccess.do?pinCode=5saavVB9NiKv>

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### About VEOCEL™

VEOCEL™ is Lenzing Group's flagship specialty nonwoven brand. Derived from renewable raw material wood, VEOCEL™ provides natural care, every day, and is committed to driving industry standards around sustainability and natural comfort in the nonwoven sector. VEOCEL™ transfers the essence of nature into nonwoven products through the beneficial properties of VEOCEL™ fibers, including natural absorbency, liquid distribution, contribution to breathability, biodegradability and versatility.

The VEOCEL™ product portfolio features VEOCEL™ Lyocell and Specialty Viscose fibers that are tailored for sustainable lifestyles and helps to maintain environmental balance by being fully integrated into nature's cycle. The fibers are certified clean and safe, biodegradable, from botanic origin and manufactured in an environmentally responsible production process. The VEOCEL™ brand is categorized into four branded offers including VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate and VEOCEL™ Surface and its fibers are used in baby care, beauty and body care, intimate care and surface cleaning products.

Fibers under the VEOCEL™ brand are derived from renewable wood sources from certified and controlled forests and plantations and are manufactured in environmentally responsible and closed loop production processes. All standard VEOCEL™ fibers are certified compostable and biodegradable under industrial, home, soil, fresh water and marine conditions, enabling them to break down safely into raw materials and fully revert back into the environment.

### 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. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

### Key Facts & Figures Lenzing Group 2020

Revenue: EUR 1.63 bn

Nameplate capacity: 1,045,000 tons

Employees: 7,358

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