

keep it  
circulating



 **Tencel™**  
Feels so right

x



**REFIBRA™**  
technology

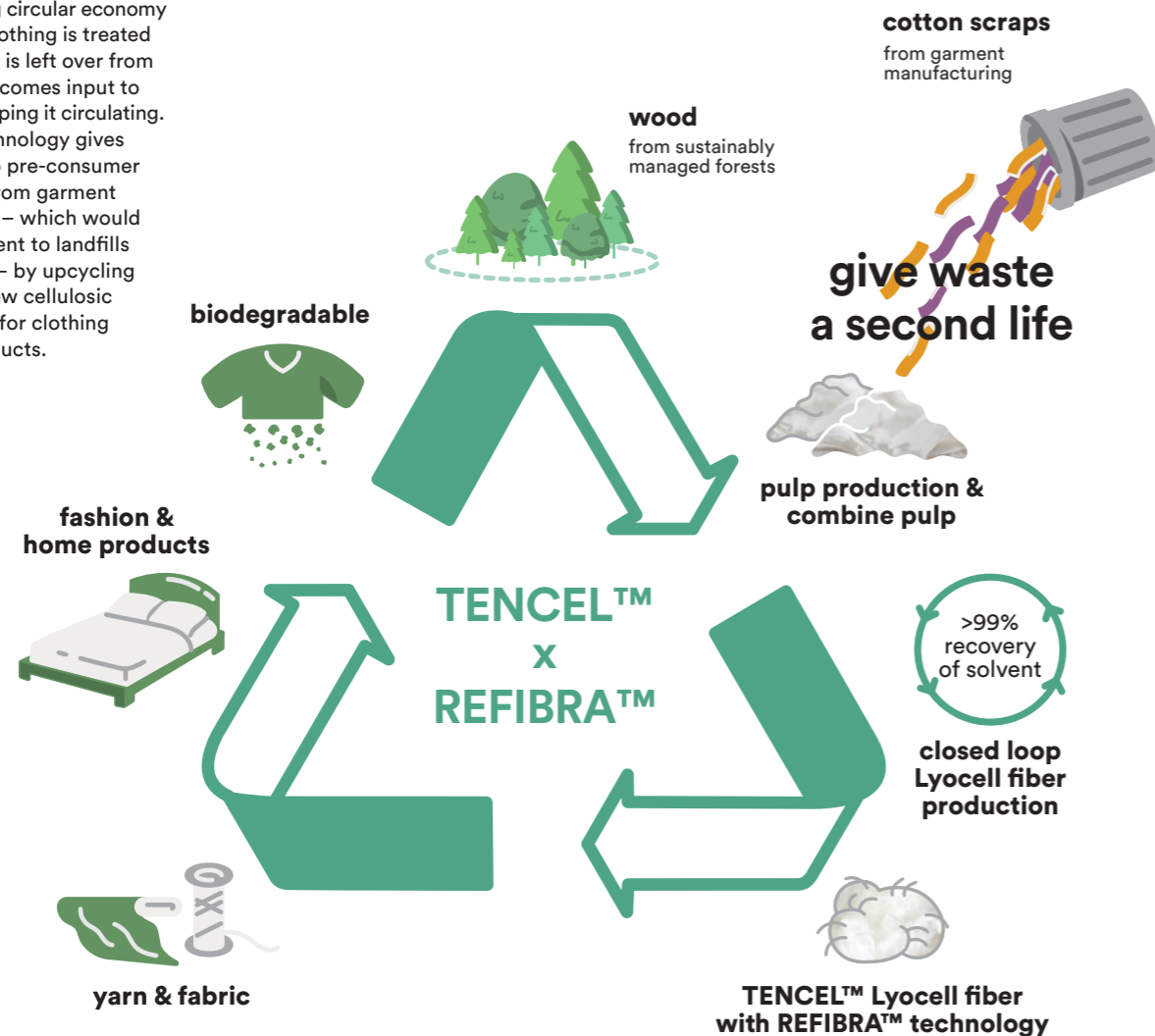
## the price of fashion

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.



\*Source: Ellen MacArthur Foundation Report – A New Textiles Economy: Redesigning Fashion's Future, 2017  
\*\*Source: Reverse Resources – How Much Does Garment Industry Actually Waste?, Online



**48 million tons** of textile end up as waste every year  
**73%** ends up in landfills

## 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

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Innovative by nature