

LENZING
EcoVero™

take less

give more





Take less, give more – our guiding principle

Today's consumers are increasingly demanding more sustainable fashion choices. In producing our eco-responsible viscose fibers, we follow the maxim "take less, give more", based on the twin foundations of respect for nature and respect for our customers. We strive to help build a cleaner and greener world by taking less from the environment, maximizing resource efficiency and minimizing waste in the production process to achieve excellent sustainability figures. At the same time, we seek to give more benefits to our customers, enabling them to meet their end customers' expectations for sustainable products by using our LENZING™ ECOVERO™ fibers.

we take *less* from nature

In a world of finite natural resources, environmental sustainability requires that we take less – using only the resources we need, and utilizing them with maximum efficiency. As compared with generic viscose, the production of LENZING™ ECOVERO™ has a substantially smaller environmental footprint*.



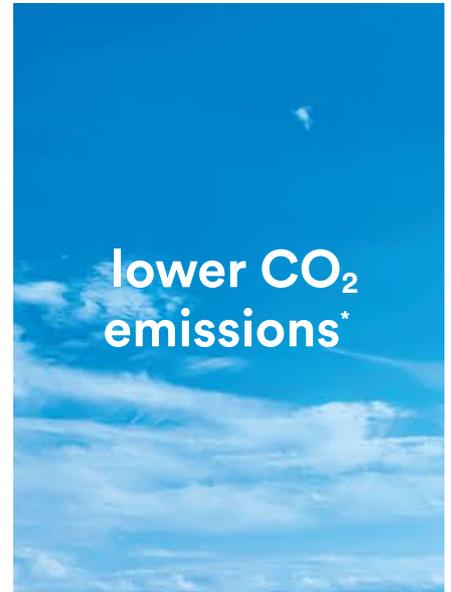
sustainable wood source

Wood – our natural and renewable raw material, wood and pulp, comes from certified and controlled sources derived from sustainably managed forests. The non-profit environmental protection organization Canopy has consistently ranked Lenzing among the top viscose producers worldwide for our sustainable wood and pulp sourcing practices.



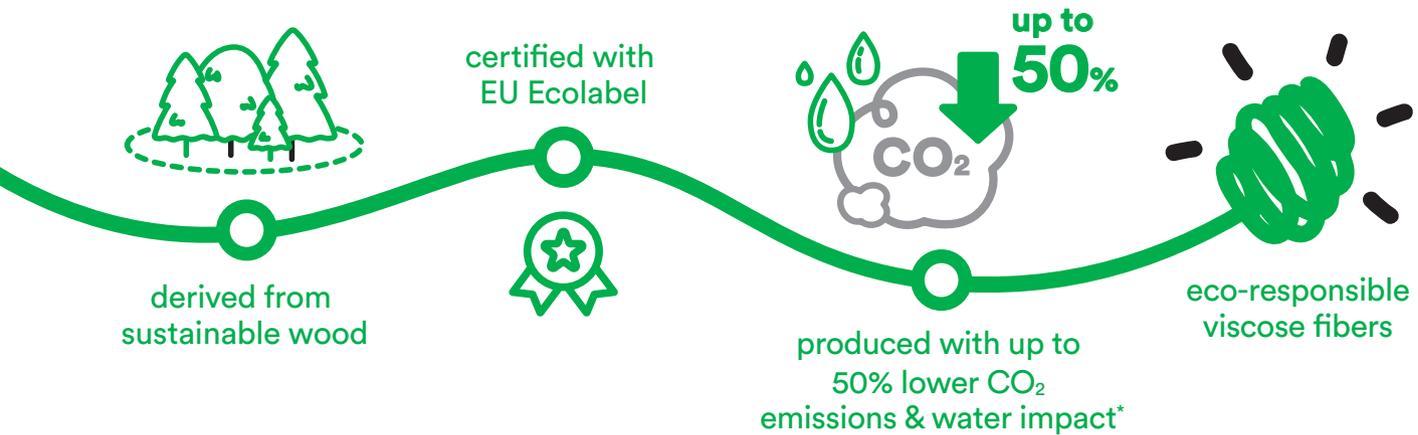
lower water impact*

Water – up to 50% lower water impact*. In addition to maintaining a highly efficient usage rate, we clean up the water we use before returning it to nature.



lower CO₂ emissions*

Air – up to 50% lower CO₂ emissions to air*, helping to combat climate change.



Thanks to these eco-responsible production practices, LENZING™ ECOVERO™ has a much lower environmental impact than generic viscose, as confirmed by the Higg MSI^{*}, leaving air and water cleaner. LENZING™ ECOVERO™ fibers are certified with the EU Ecolabel, a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal – than comparable products in the market.



we give
more

Giving back to nature

When we need to take from nature, we seek to give back responsibly, as we do with water. Furthermore, being cellulosic materials, LENZING™ ECOVERO™ fibers are biodegradable and naturally return to nature after disposal, as certified by TÜV AUSTRIA for industrial, home, soil, fresh water and marine conditions[^].

Giving consumers sustainable options

We offer a range of supports to help our customers deliver on consumer demand for more sustainable fashion. For example, LENZING™ ECOVERO™ fibers are also available in a black version for greater versatility in product creation.

The LENZING™ ECOVERO™ name has already earned strong recognition as an environmentally responsible fiber brand[#], giving consumers confidence that the fibers in their garments have been sustainably produced. This assurance is backed up by our supply chain transparency.



Giving our customers supply chain transparency

Lenzing's special manufacturing system enables LENZING™ ECOVERO™ branded viscose fibers to be robustly identified in the final product, even after long textile processing and conversion steps through the value chain. Environmentally conscious consumers can be assured that retailers and brands are incorporating genuine LENZING™ ECOVERO™ eco-responsible viscose in their products.

[^] Tests were done on LENZING™ Viscose standard fibers.

[#] source: Global performance study of Lenzing, Nielsen Hong Kong, May 2019.

* These results were compared to generic viscose and calculated using the Higg Materials Sustainability Index (Higg MSI) tools provided by the Sustainable Apparel Coalition. The Higg MSI tools assess impacts of materials from cradle-to-gate for a finished material (e.g. to the point at which the materials are ready to be assembled into a product). However, this figure only shows impacts from cradle to fiber production gate.

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