



LENZING™  
**EcoVero™**

TRUST IN ECO-RESPONSIBLE VISCOSE



The new standard in  
eco-responsible viscose

# New standard in eco-responsible viscose

**Lenzing™ EcoVero™ branded viscose fibers are the next milestone in Lenzing's sustainability journey** by offering eco-responsible viscose with the lowest environmental impact in the industry - setting new industry wide benchmark in the sustainability of viscose fibers.

## Rising environmental awareness of consumers

Lenzing addresses this unmet market need for more sustainable viscose with Lenzing™ EcoVero™ fibers – a new industry standard in sustainable viscose based on three pillars: use of certified and controlled sustainable wood sources, ecological production process and supply chain transparency that ensures Lenzing™ EcoVero™ fibers in the final product.



With Lenzing™ EcoVero™ fibers, transparency is confirmed in the value chain as a whole.

# Transparency through the value chain

**Strict environmental technological stipulations for production apply to the viscose fibers.**

This is done in line with the guidelines of the EU Ecolabel. With Lenzing™ EcoVero™ fibers Lenzing offers its customers eco-responsible viscose fibers which are unparalleled in the fiber market.

Lenzing™ EcoVero™ fibers - use of sustainable wood sources

Lenzing™ EcoVero™ fibers are made from natural and renewable raw material of wood. The wood comes from natural forests or from sustainable forestry plantations. Lenzing has a comprehensive wood sourcing policy that goes above and beyond the call of duty to ensure that the most sustainable wood sources are used for viscose production.



With Lenzing™ EcoVero™ fibers emissions and water consumption are reduced by 50% at the production stage.

Lenzing™ EcoVero™ fibers - 50% lower emissions & water impact than generic viscose<sup>1</sup>

Lenzing enforces strict environmental standards during the viscose production and has invested millions over the years to achieve eco-responsible production processes. Lenzing™ EcoVero™ fibers are certified with the EU Ecolabel. This label is only awarded to products which have a significantly lower net environmental impact than comparable products in the market.



The EU Ecolabel is a label of environmental excellence.

Lenzing™ EcoVero™ fibers - 100% supply chain transparency

A special manufacturing system guarantees that even after long textile processing and conversion steps, Lenzing™ EcoVero™ fibers can be robustly identified in the final product. Thus, the retailers and brands are fully assured that they are indeed incorporating the eco-responsible viscose, and not a generic market viscose.

Marketing-service for Lenzing™ EcoVero™ fibers

Lenzing™ EcoVero™ fibers, the next milestone in Lenzing's sustainability journey, offer a marketing service package and are part of Lenzing's Branding & Licensing Program. Fabrics containing Lenzing™ EcoVero™ fibers can be certified at our in-house certification center in Europe and Asia.



Lenzing™ EcoVero™ fibers offer marketing service and are part of the Lenzing Branding & Licensing Program.

<sup>1</sup> These results were calculated using the Higg Material 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).

**Publisher** Lenzing Aktiengesellschaft  
**Contact** Lenzing Aktiengesellschaft · 4860 Lenzing · Austria  
**E-mail** [fibers@lenzing.com](mailto:fibers@lenzing.com)

Lenzing™, EcoVero™ are trademarks of Lenzing AG.

**Homepage** [www.lenzing-fibers.com/ecovero](http://www.lenzing-fibers.com/ecovero)  
**Pictures** Elisabeth Grebe · Lenzing AG

EN/07-2017. Printed on recycled paper.



LEADING FIBER INNOVATION

Despite careful research respectively in-house and external studies conducted with the utmost of care, Lenzing AG shall assume no liability whatsoever for the actuality, correctness, completeness and quality as well as the preciseness and correctness of the information made available in this brochure. Lenzing AG expressly reserves the right to change, add to or delete individual pieces of information, parts of individual pages and / or the entire brochure and to cease the publication of the brochure either from time to time or finally. Subject to typographical and printing errors.