



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 viscose¹

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.



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

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.

¹ 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).

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