

SUCCESS STORY



Lenzing AG

Awarded the EU Ecolabel for textiles in December 2002

Location: HQ – Lenzing, Austria

Products sold/advertised: Worldwide

Competent Body with which application was made: Austrian CB

Interviewee: Angelika Guldts: Corporate Communications

ABOUT



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- ★ The Lenzing Group is an international, publicly listed group of companies headquartered in Austria with production sites in all major markets. With 75 years of experience, Lenzing AG supplies the leading global textile and nonwovens industry in the world, priding itself on the high-quality man-made cellulose fibers it produces. This company produces all three generations of man-made cellulose fibers under one roof: classic viscose, modal, and lyocell (TENCEL®) fibers.
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WHY EU ECOLABEL?



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- ★ *"Our objective at Lenzing Group is to become the leading company in our industry with regard to sustainable management. Via the EU Ecolabel, we show that our products are more sustainable than comparable products on the market. Certifications (like the EU Ecolabel) provide important information about the status of an organisation with respect to its systems and products".*
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BENEFITS



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- ★ *"Bearing the EU Ecolabel brings various benefits to our company. Since the EU Ecolabel certification requires a company's strong commitment to maintaining strict environmental criteria, it is an important and accepted certification that highlights Lenzing AG's efforts in the field of sustainability; this feat is noticed by our stakeholders".*
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APPLICATION PROCESS

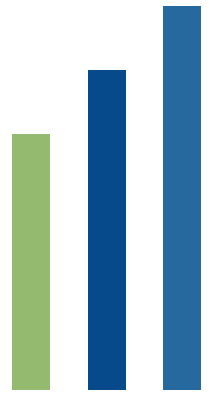


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- ★ *"The support we received from the different EU Ecolabel resources was very helpful during the entire application process. Moreover, collaboration with the Austrian Competent Body (organisation in charge of the EU Ecolabel on the Member State level) was one of the most important aspects of the entire process that successfully facilitated our EU Ecolabel certification".*
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CHALLENGES

- ★ During the application process:
- ★ *"The Lenzing Group was the first fiber manufacturer to receive the EU Ecolabel in 2002. As the 'first mover', the application process was a big task because our certification essentially set the standards within this product group. Till now, only a few producers of staple fibers have been awarded the EU Ecolabel, which also highlights the pioneering effort of the Lenzing Group".*
- ★ How these challenges were overcome:
- ★ *"Becoming an EU Ecolabel licence holder is a big challenge for a company in the chemical industry. Strict criteria must be met in pulp and fiber production, both with a regard to emissions released in the air and chemicals released in the water. Aspects of the life cycle analysis must also be included in the assessment. To fulfil these criteria, we focused our efforts on gathering and preparing detailed data".*
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MARKETING

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- ★ *"After receiving the EU Ecolabel, we marketed this change worldwide via trade fairs, press conferences, press releases, and online platforms. The EU Ecolabel is an important part of our sustainability communications. The Lenzing Environmental Standards, which are valid for all Lenzing Group production sites in the USA, Europe, and Asia, are based on the EU Ecolabel criteria.*
- ★ *On a regular basis, we refer to the EU Ecolabel in different Lenzing media – for example in our Sustainability Report (which contains a special article on the EU Ecolabel), on our website, in our company presentation, in various customer newsletters, in our in-house magazines or in personal talks with our customers. On all levels, we point out that the certification has strict and clear criteria. Furthermore, we emphasise the high level of public recognition it receives".*
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ADVICE

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- ★ *"Since the EU Ecolabel undergoes revisions, a company interested in applying for the EU Ecolabel must be willing to continuously improve its performance. Once a company becomes a licence holder, it is a smart idea for the company to stay active and take part in the discussion linked with the revision process in order to evaluate its own performance at that given moment. Also we recommend that EU Ecolabelled licence holding companies should take advantage of the different services of the EU Ecolabel and to keep in contact with relevant authorities".*
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- ★ *For more information about Lenzing AG, please visit: www.lenzing.com*
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