MORE COMFORT  MORE PERFORMANCE  MORE NATURAL EXPERIENCE MORE. EXPERIENCE TENCEL.®
more comfort more performance more ecological more global more innovative more brilliance more versatility more color more strength more quality more revolutionary more luxury more practical more natural more sumptuous more permanence more softness more vibrant more absorbency more ease more distinctive more fluid more breathable more unique more harmony more relaxed more sophisticated more functional more original more value more comfort more performance more ecological more global more innovative more brilliance more versatility more color more strength more quality more revolutionary more luxury more practical more natural more sumptuous more permanence more softness more vibrant more absorbency more ease more distinctive more fluid more breathable more unique more harmony more relaxed more sophisticated more functional more original
Motivated by the belief that fiber production and ecological responsibility could go hand in hand, researchers spent over a decade perfecting an innovative fiber that set a new benchmark for fashion and function—TENCEL. The introduction of TENCEL in 1992 changed the very definition of cellulosic fibers. Soft but strong, naturally comfortable but technologically advanced, high-performance but ecologically sound, TENCEL offers a unique combination of the most desirable properties of both man-made and natural fibers.

But TENCEL is more than just a fiber. It is a global organization with a vast knowledge base and extensive resources—an organization dedicated to the development of TENCEL fiber applications and performance, as well as to environmentally sound manufacturing processes. Backed by experienced research and marketing teams committed to leveraging the fiber’s extraordinary distinctiveness into new market opportunities, TENCEL leads the new generation of fashion fabrics that perform.

Never before have nature and technology worked in such perfect harmony to create a textile product that anticipates and exceeds the challenges of demanding modern lifestyles. TENCEL—a revolution in fiber aesthetics, performance and marketing.
WHAT IS TENCEL®?

TENCEL is the most globally recognized brand name for lyocell, a man-made fiber completely natural in origin, made from the natural cellulose found in wood pulp. TENCEL’s unique features make it the lyocell of choice for the most discerning brands and retailers of apparel and home textile products.

There are currently two types of branded TENCEL lyocell:

- Standard fibrillating TENCEL
- TENCEL A100 (a non-fibrillating variant)

Together they have the potential for a broad range of products for every fashion textile application.

STANDARD TENCEL

Fibrillation is unique to standard TENCEL. It creates TENCEL’s special, luxurious hand. Manipulating or controlling fibrillation produces a wide variety of aesthetics, from a soft, suede-like or peach-touch surface to one that’s clean, smooth and silky. Primary applications are garment-processed denim, shirting and piece-dyed and yarn-dyed fabrics for tailored apparel and soft separates.

TENCEL A100

TENCEL A100 is a non-fibrillating variant of TENCEL. Its aesthetic is different from standard TENCEL’s, but it has the same, unparalleled performance. What makes TENCEL A100 special is its high affinity for dyes. TENCEL A100 is a canvas for vibrant colors, in solid fabrics and prints, particularly a perfect black that stays true wash after wash. Plus, its processing produces less effluent, uses less dyestuff and is more cost-effective. Primary applications are cut-and-sew knits for tops, activewear and intimate apparel, as well as knitwear and wovens for shirting, sportswear and home furnishings textiles.
MORE PERFORMANCE

Soft but strong. TENCEL® proves that aesthetics need not be sacrificed for durability and performance. Its durability exceeds that of most natural or man-made fibers, which translates into quality yarns and fabrics and clothes that resist wear and tear. And its cellulosic base allows for the breathability nature intended. TENCEL is the first man-made cellulosic fiber stronger than cotton, dry or wet, and that approaches the dry strength of polyester. TENCEL's strength in denim is as rugged as all cottons that weigh considerably more. TENCEL's enhanced strength, sophisticated handle and relaxed, washed appearance make it the ideal fiber for today's contemporary casual lifestyle. Even the lightest-weight TENCEL fabrics, such as voile and gauze, offer exceptional performance.

Travel-ready. Many TENCEL garments are good for travel—unpacked clothes quickly shed wrinkles, and washed clothes dry rapidly.

Comfortable stretch. TENCEL's unique structural differences enable high levels of comfort stretch to be engineered into TENCEL® Natural Stretch fabrics. TENCEL Natural Stretch not only has better memory and stronger recovery than other cellulosics, but also meets the wash test standards developed for elastane-containing fabrics and can be made from blends with nylon, polyester and some other cellulosic fibers.

Options. TENCEL fiber readily hosts a variety of functional, topical finishes for home and apparel textile markets with critical performance requirements. Compared to other cellulosic fibers, TENCEL needs smaller amounts of these finishes to achieve equally effective results. Value-added options like water-repellent and stain-resistant agents readily take to TENCEL. Standard resin finishes allow TENCEL fabrics to hold long-lasting pleats or trouser leg creases. Anti-allergens and anti-microbials open TENCEL to a variety of home textile uses including bedding, mattress ticking and towels.

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<th>dry tenacity (CN/TEX)</th>
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<th>wet extension (%)</th>
<th>dry modulus (CN/TEX)</th>
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MORE COMFORT

TENCEL® means comfort—relaxed but sophisticated. It has the breathability and absorbency of a natural fiber, the durability and easy-care performance of a man-made, and a smoothness, resilience and drape unique to TENCEL. From fluid knits to supple, tailored wovens, TENCEL can dress customers for any occasion with ease. It is the very signature of today’s lifestyle focus for contemporary men’s, women’s and home fashions.

MORE COLOR

As an enhanced cellulosic fiber, TENCEL has a special ability to bring true, brilliant, long-lasting color to apparel and home textiles. TENCEL A100’s great affinity for dyes means superb vibrancy and depth of color and textiles that look new after repeated washings. And no other cellulosic fiber can achieve TENCEL A100’s perfect, permanent black, wash after wash.

MORE VERSATILITY

TENCEL’s relaxed luxury originates in nature but is technologically engineered. This permits a multitude of attitudes and appearances—from silky, fluid knits to appearances—from slinky eveningwear to modern tailoring.

TENCEL has a unique ability to enhance other fibers without overpowering them. A helpful companion to any fiber, TENCEL is an essential ingredient for seasonless, multifiber blends, improving their overall performance.

- With cotton: TENCEL softens, adds strength and increases performance.
- With linen: TENCEL reduces creasing and increases softness and strength without detracting from linen’s own character.
- With wool: TENCEL preserves the wool aesthetic while contributing washability, softness and subtle luster.
- With polyester or nylon: TENCEL lends a more natural hand, increasing comfort and breathability without diminishing performance.
- With stretch fibers: TENCEL augments the feeling of comfort and ease.
- With silk and cashmere: TENCEL affords an even more luxurious hand and improves performance.

MORE SOFTNESS

TENCEL is acclaimed for its luxurious softness. No need to break in a new pair of TENCEL jeans or chinos. The fiber’s innate structure produces a sensual, suede-like, peach touch. TENCEL is also a perfect partner for blending with other natural and man-made fibers. Its soft, natural character enhances their feel, improves their performance and expands their end uses.

MORE EASY-CARE

TENCEL does not require any special handling because it retains its shape, color and appearance, wash after wash, with minimal shrinkage. This means effortless, easy care. TENCEL can be machine-washed and dried or dry cleaned depending on garment care instructions.
MORE NATURAL

After fourteen years of extensive research, TENCEL® was developed using a breakthrough ecologically responsible production process, establishing TENCEL as the world leader in cellulose fiber technology. TENCEL's fiber production has far less impact on the environment than cotton, modal, polynosic or viscose. TENCEL A100's fabric processing requires less dyestuff and produces less effluent. TENCEL fiber is naturally breathable, absorbent and biodegradable.

The synergy between nature and technology is most impressive in TENCEL's "closed loop" solvent spinning manufacturing process. A nontoxic solvent, amine oxide, dissolves the wood pulp into a viscous solution that is filtered and then extruded and washed to remove the solvent. Waste is negligible—more than 99.9% of the solvent is recycled. Inherently a much cleaner process than viscose manufacture, TENCEL production significantly reduces emissions and consumes less energy. TENCEL produces its fiber to meet the strict conditions laid down by the ISO 14001 environmental management standard.

Furthermore, TENCEL's success in meeting contaminant level restrictions prompted the International Association for Researching and Testing in the field of Textile Technology to certify TENCEL to use the prestigious Oeko-tex Confidence in Textiles label. Only manufacturers who comply with strict testing and meet stringent standards are allowed to place the Oeko-Tex label on their products.

TENCEL®
MORE GLOBAL

As the world's leading supplier of lyocell, TENCEL® is committed to investing in fiber-processing technology, product development and marketing support. The TENCEL brand is instantly recognized as an assurance of premium quality lyocell. Consumer focus groups have found TENCEL to be one of the top fiber brands.

Global technical teams work closely with mill customers to maximize TENCEL's unique properties. TENCEL showrooms and merchandisers in London, New York, Paris, Düsseldorf, Barcelona, Sao Paulo, Shanghai, Hong Kong, Bangalore, Seoul and Tokyo provide merchandising support through seasonal color, trend and development previews. They operate as a resource center housing the latest commercial Tencel fabrics, introducing them to influential retailers, brands and designers, and assisting them with efficient global fabric and garment sourcing. The TENCEL Innovation Studio in the U.K. initiates new fabric developments with mill partners, spearheading the next generation of TENCEL products.

TENCEL's Branding Program supports its customers and products with a comprehensive, integrated marketing and promotional plan that includes:

- Trade and cooperative advertising
- Point-of-sale materials, sales training, in-store events and promotions
- Exhibitions
- Swing tickets
- Direct mail and public relations campaigns
- Seasonal fabric and garment presentations
- Global fabric showroom services
- Technical and development support
- Website (www.tencel.com), the hub for comprehensive, global information about TENCEL fiber and mill customers and current promotional activities

The TENCEL Global Fabric Registration and Swing Ticket Branding Program annually distribute millions of TENCEL swing tickets throughout Europe, Asia, and North and South America. TENCEL branded garments must be made from registered fabrics, each of which carries a unique TENCEL Quality number.
EXPERIENCE THE FUTURE

At TENCEL®, the future begins today. As the premiere role model for 21st-century innovation in cellulosic fiber production, TENCEL leads the industry in responsibly merging technology and nature and in providing its customers with competitive advantages and growth opportunities. Still a young fiber, TENCEL is continually evolving both as a product and a service organization, proactively updating technologies that align its technical and marketing resources with the changing needs of the apparel and home textiles industries. In collaboration with mill and manufacturing partners, trend consultants and textile designers, TENCEL continually develops products that exceed market expectations. These innovations spread throughout the textile industry, improving methods for spinning, knitting, weaving, dyeing, finishing and constructing garments of TENCEL fabrics. A staff of research engineers develops new approaches to improve productivity and lower production costs. Propelling TENCEL into the future, they invest in technology and explore fiber variants that will broaden TENCEL’s applications, enhance its already impressive array of fiber properties and add more value to our customers’ products.

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CONTACT US:
To find out more about TENCEL®,
global sourcing of TENCEL fabrics and
the TENCEL Branding Program and
Swing Ticket Program:

Log on to our Web site: www.tencel.com
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  212 944 8704 - Sales

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  852 2827 6055 - Marketing
  852 2827 9837 - Sales
• INDIA
  91 80 509 5810
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