

## **TENCEL™ with REFIBRA™ technology from Lenzing is paving the way to circular economy in textiles**

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- genuine recycling of cotton waste to protect the environment
- TENCEL™ lyocell fibers with REFIBRA™ technology allows the consumer to actively stand up for environmental protection
- Brand owner Laura O'Connell and Chris Kronus from the US label HOOT report, why they decided to adopt TENCEL™ lyocell fibers with REFIBRA™ technology

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The need for clothing will have doubled worldwide by the year 2025. The disposal of the worn garments is increasingly becoming a problem. Since 80 percent of discarded clothing ends up in landfills, this represents a huge environmental impact. TENCEL™ lyocell fibers with REFIBRA™ technology from Lenzing provide a solution to this problem. "Closing the loop in textiles" is the motto. The REFIBRA™ technology also uses cotton waste during the production of TENCEL™ lyocell fibers. This ensures a more sustainable fiber production. The application of the REFIBRA™ technology is an important step towards the circular economy and sustainability in textiles. In addition, Lenzing guarantees more transparency for consumers.

### **Interview with Laura O'Connell from the US brand Hoot:**

**Hoot is a very young label, recently founded last year. You also defined it as a "wake-up call", to start a rethinking process. Let us take a look at how the idea of founding a company came up and about how did you come to know about TENCEL™ lyocell fibers with REFIBRA™ technology of Lenzing. What is your vision behind it?**



*Hoot founders Laura und Chris ©Hoot*

**Laura O'Connell, founder and CEO Sleep Hoot LLC:** "We created Hoot when we were looking for bedding for our apartment and found ourselves frustrated by the information out there and what was being shared by the industry's biggest brands. Our research showed that the textile industry is one of the most polluting in the world, and large companies were not taking the necessary steps to address this. One of the biggest things we learned to look out for was transparency, as many companies did not disclose key details of their supply chain. We then reached out to Patagonia, one of the brands we admire most for their dedication to the environment. They shared a list of their partners, leading us to Lenzing and giving us the idea to launch Hoot. We were so excited to find TENCEL™ Lyocell x REFIBRA™ fibers and to launch our product with those fibers. The fact that the fiber is made with recycled cotton scraps from cutting rooms, reducing both industrial waste and the requirement for virgin raw materials, is perfectly in line with the mission of Hoot."

**How was the feedback from customers?**

*„The biggest piece of feedback we get from customers is how soft and silky the sheets feel and how breathable they are to sleep on. We find people often do not associate ‘sustainability’ with ‘luxury’, and we are working hard to show people that they can have it all.*



©Hoot

**Could you tell us about the trend towards a new mindfulness in the US. Which role you want to play in this?**

*“As people in the US become more aware of the impact of their choices and more educated on the impact of climate change, they are starting to demand more from the products that they introduce into their homes and lives. We see this as a big opportunity to challenge the status quo of an industry that has not evolved much over the years. We also see this as an opportunity to rethink the way companies do business. In addition to creating a sustainable product, we also have key initiatives around shipping, packaging, and recycling - all crucial aspects of preserving the environment. Our goal is to use Hoot to create a more conscious consumer and inspire people to consider the environment, as they go about their daily lives.”*

**How do you think we could in general sharpen the consumer awareness about the REFIBRA™ technology and circular economy?**

*“That is definitely a tough question and something we are trying to figure out ourselves! I think for consumers to care about the REFIBRA™ technology, we have to build awareness about the consequences of our current linear fashion economy and the waste the industry produces. By establishing for consumers why it is so important to recycle textiles and fibers, they will be more likely to seek out innovative companies like Lenzing. In the US, for example, there has been a lot of recent press about the consequences of single use plastics, and that is driving a lot of people to action – most notably in the banning of plastic bags at grocery stores and the reduction of plastic straw consumption. With circular economy we will be also successful, if we can follow that model of building a global narrative to show people why they should care, what’s at stake if they continue on their current path of consumption, and what their options are.*

In Europe, consumers are becoming steadily more aware of sustainability, environmental protection and even circular economy, as Lenzing implements it with its REFIBRA™ technology.

**Print free of charge. Sample copies are requested.**

**Photo download:**

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**About the Lenzing Group**

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

**Key Facts & Figures Lenzing Group 2018**

Revenue: EUR 2.18 bn  
Nameplate capacity: 1,034,000 tons  
Employees: 6,839

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