

Press release

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Lenzing's pavilion makes a green debut at Intertextile Shanghai Home Textiles – Spring Edition

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Sustainability has become a major trend in the global home textiles industry. It is more common nowadays to find natural and sustainable fibres in an extensive range of home furnishing products. From this angle, the Lenzing Group (Lenzing) will take led in a brand new pavilion at Intertextile Shanghai Home Textiles – Spring Edition. Lenzing is the world's leading manufacturer of renewable specialty fibres, and will highlight the latest eco-friendly fibres that can meet the ever-rising sourcing demand. The fair is set to take place from 14 – 16 April 2022 at the National Exhibition and Convention Center (Shanghai).

As an upswing from the growing public awareness of environmental issues, consumers are now more willing to switch to sustainable products. According to a CottonWorks' survey, 90% of the interviewed Chinese consumers want their home textiles to be environmentally friendly¹. It also found that more consumers are paying attention to the fibre content that can deliver safe and sustainable home textiles.

Furthermore, the Chinese government's 'Outline Of the Development of the Textile Industry during the 14th Five Year Plan', also encourages the acceleration of low cost, functional and sustainable renewable fibres in the local textile industry².

The Lenzing satellite pavilion: a one-stop platform for green home textile materials

To help home textile suppliers source a variety of eco-friendly materials efficiently, one of the fair's long-time exhibitors is set to form a new pavilion at the upcoming Spring show. Lenzing, the Austrian brand widely known for its ecologically responsible production of specialty fibres made from renewable raw material wood, gathers seven of its local downstream supply chain manufacturers to showcase their renewable products.

Mr David Dai, Senior Commercial Director Textile China of Lenzing spoke about why they decided to organise a new pavilion at the show: "As we received positive feedback from our pavilion at Intertextile Shanghai Apparel Fabrics, our business partners from the home textile

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¹ 'Supply Chain Insights: Home Textiles in China', June 2020, CottonWorks,

<https://www.cottonworks.com/en/news/supply-chain-insights-home-textiles-in-china>

² "'14th Five-Year' Development Outline of Textile Industry', June 2021, Chinatexnet,

<http://info.texnet.com.cn/detail-857651.html>

supply chain were hoping for a similar arrangement in this sector. We believe all the participating manufacturers can benefit from this pavilion by finding ways to better serve their clients and consumers.”

Brands in the Lenzing satellite pavilion will include:

- **Lenzing Group** will introduce the first Carbon-zero TENCEL™ fibres which are CarbonNeutral™ certified products by Natural Capital Partner.
- **Botou Jinglun Textiles Co Ltd** focuses on new fibre yarns. The company develops multi-component yarns for cotton, wool, silk and linen with combinations of MODAL, TENCEL™ fibres and various functional materials.
- **Fujian Yongtai County Huaerjin Textile Co Ltd** provides high-quality, natural, renewable pure and blended yarns including TENCEL™ fibres, US cotton, Australian cotton, acrylic cotton, silk and other plant-based yarns.
- **Jiangsu Dasheng Group Co Ltd** has one of the largest cellulosic fibre yarn spinning mills in China and focuses on producing top-quality home textiles.
- **Qingdao Textiles Group** produces natural fibres, cellulose fibres, copper antimicrobial fibres and other nature-based materials for home and contract textiles.
- **Suzhou Zhenlun Spinning Co Ltd** is an advanced enterprise specialising in regenerated cellulose yarns like ECO VERO, FSC Viscose, Circulose, Carbon Zero Yarn and more.
- **Ton Design Industrial Co Ltd** produces medium and high-end bedding fabrics. The brand's TENCEL™ Lyocell fibres and TENCEL™ fibres blend cotton series products are certified by Lenzing.
- **Wuxi Tianmu Extra Width Printing Dyeing Co Ltd** mainly produces extra-wide, high-count and high-density down-proof fabrics and fabrics for bedding. The technique can handle different procedures for dealing with pure cotton, bamboo fibres, TENCEL™ fibres and other fibre fabrics.

In 2020, the Lenzing Group conducted a survey showing most respondents are willing to pay an average of 40% more for home textile products with descriptions that reflect sustainability³. This increasing market demand is, therefore, propelling the development of green products, which include sourcing more natural, bio-based, degradable and recyclable fibres to use in home textiles.

Commenting on the sustainable trends, Mr David Dai expressed: “Sustainable development is in our company’s DNA. International brands in the home textile field are focused on developing products that can meet both the sustainability goals and consumer needs. Companies need to be selective in the materials they use in products in order to ease

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³ ‘Global Consumer Perception Survey on Sustainable Raw Materials in Fashion and Home Textiles’, September 2020, Lenzing Group, <https://www.tencel.com/zh-hant/news-and-events/lenzing-survey-shows-that-transparency-is-key-for-clothing-and-home-textiles-brands-to-win-consumer-trust-and-confidence-with-eco-friendly-and-biodegradable-being-favorable-terms-that-increase-likelihood-of-purchase>

global warming and microplastic pollution in the ocean. Consumers also want to enhance their living environment by choosing better quality and renewable home textiles and products. This is more prevalent since the pandemic started as many people spend more time at home. I believe this global trend will continue for the coming five years.”

In addition to the new pavilion, a number of other featured exhibitors will also showcase their sustainable products at the fair. This includes Cotton Council International (CCI) promoting US cotton fibres and cotton products, and Zhangjiagang Coolist Life Technology Co Ltd bringing their unique bedding products made from organic and environmental-friendly materials.

Intertextile Shanghai Home Textiles – Spring Edition 2022 will be held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value at the National Exhibition and Convention Center. The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus

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pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.hk

* Preliminary figures for 2021