

EANS-News: Lenzing AG / Lenzing Opens New Application Innovation Center in Hong Kong

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Strategic Management Decisions/Company Information

Hongkong/Lenzing - Highlights

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- * New state-of-the-art fiber and fabric testing center
- * Development of new applications on site
- * Expansion of cooperation with partners along the value chain in Asia

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The Lenzing Group is setting a further milestone in intensifying its cooperation with the partners along the value chain by its opening of a new Application Innovation Center (AIC) in Hong Kong. New applications for Lenzing fibers will be developed and tested at the new facility, among them applications for recent innovations like the Refibra™ branded lyocell fiber and the EcoVero™ branded viscose fiber.

"With this new center Lenzing is further implementing its corporate strategy sCore TEN. One of the cornerstones of this strategy is enhancing the level of customer intimacy. The proximity to important Asian customers and partners along the value chain creates a new dimension in our service offering", says Robert van de Kerkhof, Chief Commercial Officer of the Lenzing Group. "We can react more quickly to current trends and handle a broad spectrum of aspects on location relating to the application with our full range of fibers as well as unique fiber blends in collaboration with our supply chain partners. Herewith we can develop highly aesthetic, emotional and functional products around the world", van de Kerkhof adds.

"This new Application Innovation Center is an integral part of our global technology network, from our R&D department and fiber processing laboratory in Lenzing to our fiber testing facility in Indonesia", states Heiko Arnold, Chief Technology Officer of the Lenzing Group. Accordingly, Lenzing is underlining its global innovation leadership. "Lenzing's research and development

expenditures amounting to EUR 46.4 mn in the last financial year are among the highest within the peer-group internationally. The bottom line is that these investments benefit our customers, because they can optimally differentiate themselves from the competition by using innovative Lenzing products", Arnold adds.

"In this cross-learning center for Lenzing and our partners new applications will be tested for commercializing fiber innovations. This will contribute to Lenzing's ability to even more quickly and effectively transfer its innovative strength to our customers", Eric Chan, General Manager of Lenzing Fibers Hongkong says. "Moreover, the new AIC also enables prototype production of textile fabrics made of Lenzing fibers, from the concept, dyeing and finishing to the precise measurement of all product data", he adds.

The Lenzing Application Innovation Center starts its operation as of now and is open for visitors from the whole industry.

Photo download: <https://mediadb.lenzing.com/pindownload/login.do?pin=5NQAU>
[<https://mediadb.lenzing.com/pindownload/login.do?pin=5NQAU>]

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PIN: 5NQAU

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