

A woman with long brown hair is sitting on a teal velvet sofa, reading a book. She is wearing a white t-shirt and grey leggings. The sofa has several pillows, including two brown ones and one with a geometric pattern. In front of the sofa is a low wooden coffee table with a black metal frame, holding a white vase with dried flowers and some papers. To the left is a modern armchair with a grey and white patterned fabric. A floor lamp with a black adjustable arm and a white shade is positioned to the right of the sofa. The room has a light grey wall and a large blue rug. A green abstract graphic is in the top left corner.

# feels comfortable, naturally



**TENCEL™ Home  
Upholstery, Rugs  
and Curtains**



**Tencel™**  
Feels so right

# fibers that touch

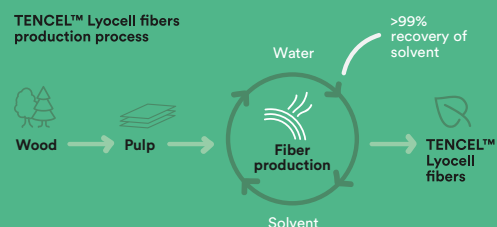
**Upholstery, rugs and curtains  
made of sustainable TENCEL™  
fibers transform your home into  
feel-good oases for all senses.**

**Fibers that touch. A lifetime.** TENCEL™ fibers keep your living spaces pleasantly comfortable and bring cosiness and relaxation into your home. Upholstery, rugs and curtains with TENCEL™ fibers change homes into places where you feel good and where you come down in a fast-paced everyday life.

Displaying a luxurious sheen and silky surface, TENCEL™ fibers make upholstery, rugs and curtains shine radiantly with vibrant colors.

## TENCEL™ Lyocell fibers

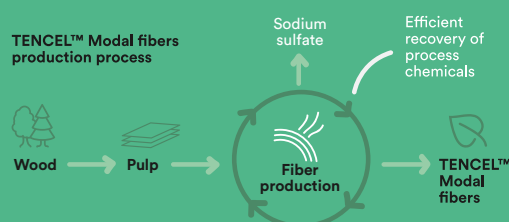
TENCEL™ Lyocell fibers are known for their natural comfort and environmentally responsible closed loop production process. They deliver quality, performance and versatility. Their physical properties lead to their high tenacity profile, efficient moisture management and gentleness to skin.



The solvent-spinning process recycles processed water and reuses the solvent at a recovery rate of more than 99%. Consumers can have the assurance that their home textile choices are not contributing to an adverse impact on the environment.

## TENCEL™ Modal fibers

Brilliant in color and luster, TENCEL™ Modal fibers are known for being exquisitely soft and pleasant to the skin. TENCEL™ Modal fibers exhibit high flexibility, resulting in a naturally soft quality to the home textile product.



TENCEL™ Modal fibers are produced by Eco Soft technology, offering exquisite softness to textiles. The technology uses an integrated pulp-to-fiber process that has high recovery rates of processed ingredients and generates very low emissions to air.



### the cycle of sustainability

TENCEL™ fibers are derived from the natural raw material wood, harvested from certified and controlled sources. They are produced by an eco-responsible process with low resource usage, as well as minimized water pollution and emissions.

The fibers are certified with the EU Ecolabel for textile products (license no. AT/016/001), a label of environmental excellence only awarded to products and services which have a low environmental impact throughout their lifecycle. All TENCEL™ standard fiber types have been certified as biodegradable and compostable under industrial, home, soil, fresh water and marine conditions, thus they can fully revert back to nature.



*TENCEL™ branded cellulosic fibers of botanic origin define a new standard of sustainability and natural comfort.*



EU Ecolabel:  
AT/016/001



upholstery

A woman with long dark hair is sitting on a grey patterned armchair. She is holding a large, square, grey patterned cushion against her chest with both arms. She is smiling and looking down at the cushion. The background is a plain, light-colored wall.

# upholstery

*'A good conscience is a gentle pillow of rest. Upholstery made of TENCEL™ fibers is sustainably produced from natural raw materials. It is gentle to the skin, is breathable and offers a high level of living comfort.'*

**UPHOLSTERY – TENCEL™ fibers  
from Lenzing bring a natural touch into  
your home and everyday life.**

**TENCEL™ FIBERS**  
**OFFER A LONG-LASTING**  
**NATURAL COMFORT**  
**AND PURE LIVING ENVIRONMENTS.**

TENCEL™ fibers offer many beneficial advantages in upholstery.  
They are naturally soft to the touch, are tension-free with lower electrostatic  
charging and give a noble sheen to fabrics.

Thanks to their moisture management TENCEL™ Lyocell fibers  
add to a pleasant room climate.



#### minimal static charge

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The ability to absorb moisture makes TENCEL™ Lyocell and Modal fibers tension-free with lower electrostatic charging. In comparison with synthetics, there is an absence of electrostatic charge under normal atmospheric conditions.

The special characteristics of TENCEL™ fibers make them the ideal blending partner for upholstery fabrics. Thanks to their smooth surface TENCEL™ fibers result in very soft fabrics, that exhibit an exceptional color brilliance and sheen. Their moisture management ability is the reason why the fibers have minimal static charge.

#### biodegradable

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TENCEL™ fibers are derived from the renewable raw material wood. Wood and pulp used by Lenzing Group are from certified and controlled sources.







#### moisture management

– Derived from natural raw material, the microscopic fibrils of TENCEL™ Lyocell fibers are structured to regulate the absorption and release of moisture, thus resulting in a natural comfort and pure living environment.



#### long lasting softness

– Due to the fiber's sleek cross section, TENCEL™ fibers enhance the soft touch of fabrics.



#### sheen

– Viewed under an electron microscope, TENCEL™ Lyocell fibers exhibit a smooth surface area, giving textiles a luxurious sheen.



#### unfavorable for bacteria and dust mite growth

– TENCEL™ Lyocell fibers provide a less favorable environment for bacteria growth, and offering better hygienic qualities.

## RUGS – Rugs made of TENCEL™ fibers offer many benefits.

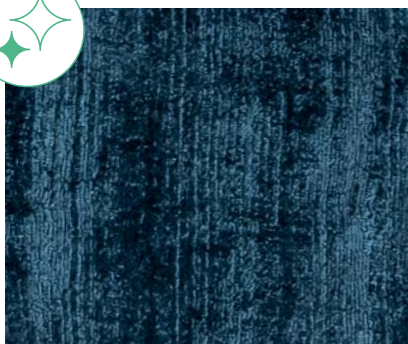
TENCEL™ fibers deliver sheen and gentle-on-the-skin softness with minimal static charge. Use alone or blend with other traditional materials for greater depth in design with the unique color up take.



### unfavorable for bacteria and dust mite growth

– TENCEL™ Lyocell fibers provide a less favorable environment for bacterial growth offering better hygienic qualities.

A big advantage of TENCEL™ fibers is their unfavorability to bacteria and dust mite growth.



### sheen

– The smooth surface of TENCEL™ Lyocell fibers enables color dyes to penetrate deeply into the fiber structure, resulting in impressive color brilliance.

TENCEL™ fibers have less available moisture formed on the surface of the fiber for bacteria to grow in comparison to polyester, synthetics and even cotton.

Furthermore compared to protein-based fibers such as wool and silk there is nothing for moths and carpet beetles to feed on on cellulosic fibers.

Consequently they offer a natural protection against dust mites.



### minimal static charge

– Thanks to their good moisture management TENCEL™ fibers are tension-free with lower electrostatic charging when walking on the rug.

### biodegradable

– Derived from the raw material wood – a product of nature – the TENCEL™ fibers are biodegradable, thus they can fully revert back to nature.





rugs

# rugs



## gentle on skin

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Due to the smooth fiber surface TENCEL™ fibers have an exceptionally soft hand-feel and are naturally soft to the touch.



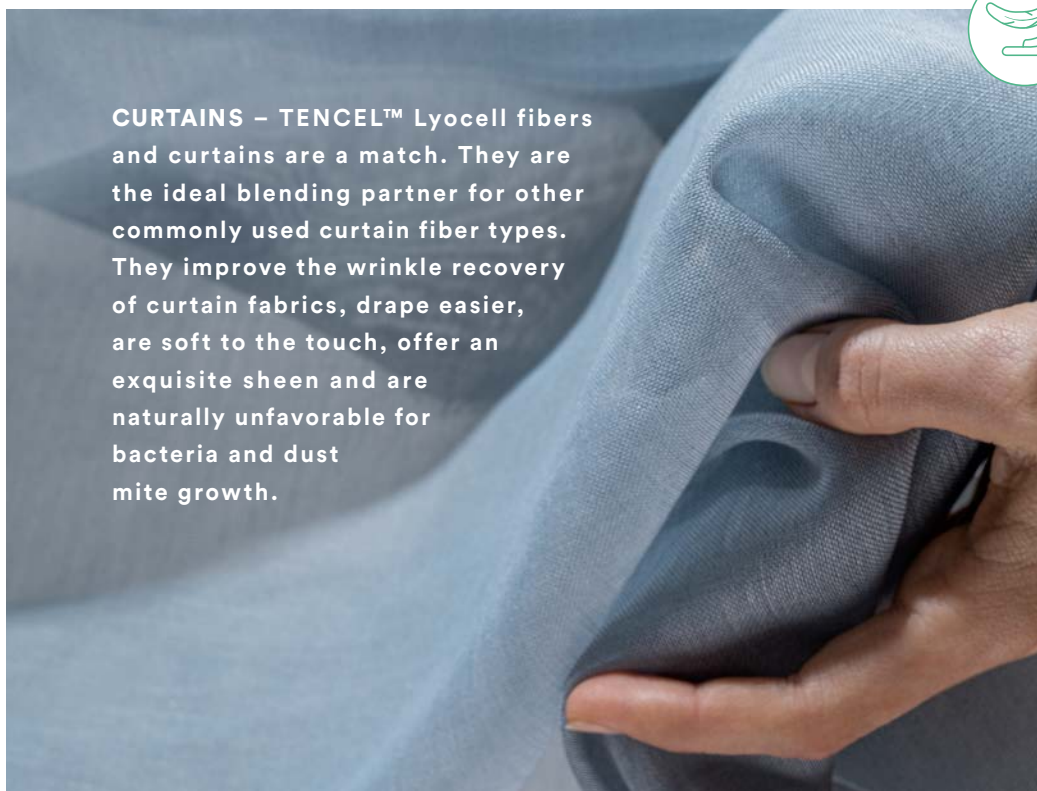


# curtains



**CURTAINS – TENCEL™ Lyocell fibers** and curtains are a match. They are the ideal blending partner for other commonly used curtain fiber types. They improve the wrinkle recovery of curtain fabrics, drape easier, are soft to the touch, offer an exquisite sheen and are naturally unfavorable for bacteria and dust mite growth.

**gentle on skin**  
–  
TENCEL™ Lyocell fibers are naturally soft to the touch and offer long-lasting comfort.



TENCEL™ HOME CELLULOSE FIBERS

BRING THE **GENTLE**  
**ESSENCE**  
**OF NATURE** INTO YOUR HOME TO CREATE  
A SANCTUARY OF LONG-LASTING COMFORT.

TENCEL™ Lyocell fibers have gained a reputation for their environmentally responsible, closed loop production process. The fibers originate from the renewable raw material wood, created by photosynthesis. The certified biobased fibers are manufactured using an environmentally responsible production process. The fibers are certified as compostable and biodegradable, and thus can fully revert back to nature.

Curtains fabrics with TENCEL™ fibers are thus the sustainable alternative to other fibers in curtain applications.

unfavorable for  
bacteria and dust  
mite growth

TENCEL™  
Lyocell fibers  
provide a  
less favorable  
environment for  
bacterial growth  
offering better hygienic  
qualities.



\*Applicable to blends  
containing a min. of 30%  
TENCEL™ fibers only.



#### sheen

The smooth fiber surface of TENCEL™ Lyocell fibers enables deeper color dyes, making them shine perceptibly more intensively.



#### improved wrinkle recovery

TENCEL™ Lyocell fibers blended with natural fibers improve the wrinkle recovery of curtain fabrics. These fabrics drape easier and are the sustainable alternative to other fibers in curtain applications.\*



#### drape

Curtains containing TENCEL™ Lyocell fibers give fabrics a flowing drape, creating a flattering appearance.



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Innovative by nature