

ROICA™ by Asahi Kasei and TENCEL™ by Lenzing AG Join Forces In Journey Towards Circular Economy

This pioneering like-minded partnership sets new benchmarks for sustainability, performance and design in textiles, offering a step forward in circular and responsibly produced next-generation materials to provide an innovative composition with creative opportunities; new fabric design, performance and quality, as well as end of life solutions.

[Hi-Res pictures](#)

A further step towards a **Circular Economy** for the textile industry has been made. Two leading companies that have been investing in responsible innovation for years - **ROICA™ by Asahi Kasei**, a pioneer in premium stretch yarns, and **TENCEL™ by Lenzing AG**, a leader in wood-based cellulosic textile fibers - have announced a landmark partnership to introduce **a new concept of sustainable and circular-driven textiles**.

[MUNICH, MARCH 2024] – ROICA™ and TENCEL™ together after extensive years of R&D, are able to offer contemporary, responsible, quality, and performing fibers for a new generation of design, used across the collections of both partners; either fabric manufacturers or brands. **ROICA™** continues to redefine the standards of contemporary fashion, intertwining elegance with responsible consciousness towards a future where fashion and sustainability coexist in harmony, with a focus on more sustainable stretch yarns that match the customer's desires and needs. Clothes and fabrics made with ROICA™ V550 inside keep their shape and colour whilst also being highly eco-responsible. **Lenzing AG**, with its flagship brand for textiles; **TENCEL™** Lyocell and **TENCEL™** Modal, found in the collections of many leading designers and renowned brands and retailers, is able to offer fibers made from controlled or certified sourced natural raw material wood, refined to maximize resource efficiency and minimize environmental impact.

The journey towards Circular Economy needed a further step and a vision shared by both partners as a core reason for the joint collaboration: to move quicker and to do better, ensuring an improved end of life to fabrics and garments. Indeed, what the two companies and their developments in the field of fibers have in common is not only the unique touch, comfort and performance, but the responsible environmental impact when it comes to the end of life of a material.

ROICA™ V550 is the world-first sustainable degradable yarn by Asahi Kasei. It partially degrades under ISO 14855-1 tested by OWS, decomposing into CO₂ and water, and is also a world-first, Cradle to Cradle-Certified™ stretch (elastane) yarn with a Material Health Gold Level Certificate;

TENCEL™ fibers are made of wood from controlled or certified wood sources. This natural origin has an impact on the environmental footprint of production, but it also has implications for the fibers' end of life. **TENCEL™** Lyocell and **TENCEL™** Modal are biodegradable in marine water, fresh water and soil¹.

This partnership sets new benchmarks for sustainability, performance and design in textiles, aligning with global demands for environmentally responsible manufacturing, marking a significant advancement in textile technology and demonstrates the companies' shared commitment to the circular economy bringing an innovative textile concept designed for the future. The collaboration between ROICA™ and TENCEL™ is a testament to the power of partnership in driving innovation and sustainability in the textile industry. It

¹ Applies to TÜV certified biodegradable and compostable TENCEL™ fibers

showcases a shared commitment to reducing environmental impact, enhancing fabric performance, and leading the way towards a more sustainable and circular future.

Mr. Shinohe Hiroaki, Chief Marketing Officer of ROICA Europe at Asahi Kasei, highlighted the importance of this collaboration: *"By joining forces with Lenzing AG and integrating TENCEL™ fibers with our ROICA™ V550, we are not just creating textiles; we are crafting an additional choice for the future of sustainable fashion. Our combined efforts will lead to the development of fabrics that not only excel in performance and aesthetics but also significantly contribute to a more sustainable planet."*

Mr. Carlo Covini, Business Development Italy & Switzerland at Lenzing Italy, added: *"This partnership embodies our shared vision of a more sustainable textile industry. TENCEL™'s fibers recycling potential, combined with ROICA™'s innovative stretch degradable technology, will set a new standard for responsible textiles, offering brands and consumers alike a more close to circular approach solution."*

In order to effectively implement the project, a roadshow series of leading fabric producers will offer to the market ready made solutions for each wardrobe application.

During **Performance Days**, **Brugnoli** is introducing **YOGATIME** a line made by three new articles featuring these 2 very special yarns that can be clear and fact supported about their end of life.

These innovative fabrics combine TENCEL™ Modal and the premium degradable stretch ROICA™ V550:



YogaTime Fabric by Brugnoli made with Tencel™ Modal with Micro technology and ROICA™ V550

- **TENCEL™ Modal with Micro technology** is made of wood from controlled or certified wood sources. This natural origin has an impact on the environmental footprint of production, but it also has implications for the fibers' end of life. TENCEL™ Modal x Micro fibers can break down and compost at the end of their life cycle. The structure of TENCEL™ Modal fibers allows the absorption and release of moisture. In the final textile product, these effective moisture controlling properties support a drier microclimate on the skin, increasing the wearer's thermal comfort.
- **ROICA™ V550** is the world-first sustainable degradable yarn by Asahi Kasei. It partially degrades under ISO 14855-1 tested by OWS, decomposing into CO2 and water, and is also a world-first, Cradle to Cradle-Certified™ stretch (elastane) yarn with a Material Health Gold Level Certificate. ROICA™ V550 offers an enhanced degradability whose value stands out from the conventional elastane that does not even degrade.

Brugnoli's YogaTime Collection includes 3 new articles made with these two yarns matching the needs of each garment designed for YogaWear with a conscious approach:

- BDG1: for soft T-shirts with a silky hand feel and shiny appearance
- BDG2: fabrics for elastic and soft leggings and pants
- BDG3: for comfortable tank tops and OverTops for relaxation moments.

All items are Oeko-Tex Standard 100 certified, produced in Italy at Brugnoli's facilities. Discover them at Stand Brugnoli - N12 - Performance Days - Munich.

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**About ROICA™:**

ROICA's Sustainability: [Responsibility & Sustainability | ROICA | Asahi Kasei Corporation Fibers & Textiles \(asahi-kasei.co.jp\)](#)

ROICA™ "Advanced fit for living" is a premium stretch fiber with an innovative range of smart features to fit the modern wardrobe. ROICA™ shapes comfort with high quality, performance and fit, adding value to everyday life for sports, activewear, underwear, fashion and business.

ROICA™ is a brand of Asahi Kasei Corporation. ROICA™ is also a partner of C.L.A.S.S.

ROICA / ROICA™ is a registered trademark of Asahi Kasei Corporation

About TENCEL™

TENCEL™ is the flagship textile fiber brand under the Lenzing Group. Since 1992, the TENCEL™ brand has been driving the evolution of fiber solutions for apparels and home textiles with multiple innovations and resource-efficient production processes. Product brands under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ LUXE and TENCEL™ for Footwear.

Derived from controlled or certified wood sources, TENCEL™ branded modal and lyocell fibers are naturally soft, smooth to touch and can support rich colors in fabrics. With effective moisture control, the fibers also support a natural dry feeling. Both TENCEL™ Lyocell and Modal fibers are highly versatile and can be combined with a wide range of textile fibers to offer an almost endless variety of product designs and functions.

TENCEL™ Lyocell and Modal fibers can break down and compost at the end of their life cycle. The fibers are also certified with the EU Ecolabel for environmental excellence, recognizing the high environmental standards throughout their entire life cycle.

To learn more about the TENCEL™ brand, please visit <https://www.tencel.com/>. For more details around the sustainability features, performance, as well as the technology and production processes behind TENCEL™ branded fibers, please visit <https://www.tencel.com/claims>.

About the Lenzing Group

The Lenzing Group stands for eco-responsible production of specialty fibers based on cellulose and recycled material. 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 functional, comfortable and fashionable clothing to durable and sustainable home textiles. Due to their special properties and their botanical origin, the TÜV certified biodegradable and compostable Lenzing fibers are also highly suitable for everyday hygiene products.

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 transform the textile industry from the current linear economic system towards a circular economy. In order to reduce the speed of global warming and thus also support the targets of the Paris Agreement and the EU Commission's "Green Deal", Lenzing has developed a clear science-based climate action plan that aims to significantly reduce greenhouse gas emissions by 2030 and a net-zero goal (scope 1, 2 and 3) by 2050.

Key Facts & Figures Lenzing Group 2023

Revenue: EUR 2.52 bn

Nominal capacity: 1,110,000 tonnes

Employees (FTE): 7,917

TENCEL™, VEOCEL™, LENZING™, REFIBRA™, ECOVERO™ and LENZING MODAL™ are trademarks of Lenzing AG.