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smartfiber AG celebrates 10th anniversary: high-tech meets sustainability - in environmentally oriented, skin-friendly fibers for the international textile market

Nowadays, new markets are only opened up through the use of exceptional creativity, environmentally friendly behavior, and highly developed customer service. This is the philosophy of smartfiber AG. The fiber manufacturer based in Rudolstadt (Germany) is celebrating its 10th anniversary this year. smartfiber AG was founded in 2005. The company develops and markets innovative power fibers for the international market since 2005 - with lasting success. This also shows the presence at the Heimtextil 2015.

The core competence of the company is to provide natural lyocell fibers by the addition of natural organic and inorganic additives with unique features. As a result, the high scientific quality functional fibers below the internationally protected trademarks SeaCell™ and smartcel™ sensitive are the basis for innovative and environmental products.

smartfiber AG has succeeded in permanently incorporating natural additives, such as seaweed or zinc, into a cellulose fiber by using world-wide patented technology. This resulting cellulose fiber has been found to have a positive effect on the skin. smartfiber AG uses the production method as created by the Thuringian Institute for Textile and Plastics Research (TITK), in which amine oxides are combined with water in the production process to physically disperse cellulose. From this the textile fibers are produced during a spinning process. smartfiber AG has received several awards in technology for their fiber innovations; among others, the renowned "Deutscher Innovationspreis" ("German Innovation Prize") in 2010.

Environment in accordance with technology

smartfiber AG puts highest emphasis on sustainable economic activity and on heeding to environmentally friendly standards in producing their lyocell fibers. The company strictly adheres to the company's motto: "Anything against nature won't abide for any length of time" (Charles Darwin). The lyocell process is a purely physical one. In contrast to the viscose process or cotton process, processing lyocell is characterized by an eco-friendly standard, the closed solvent circuit. During the process, cellulose is solubilized in a nitrogenous solvent and then brought into its fiber form. The advantage of this production process is that the production takes place in a closed circuit and there are no chemicals disposed of as waste. The fibers of smartfiber AG are made of biogenic raw materials. They are sustainable and completely biodegradable, therefore adhering to the expectations of the industry and modern customers. Here is the best example of sustainable thinking and acting by smartfiber AG: The SeaCell™ seaweed is always harvested in a gentle and sustainable way. A certain section of the so-called regenerative region of the seaweed is allowed to be harvested only once every four years.

PRESS RELEASE



SeaCell™ is environmentally friendly and meets the growing demand of today's consumer for green, sustainable and ecological friendly products. SeaCell™ is a perfect medium to bring nature's beneficial properties into one's daily life. Therefore, the European Union has awarded this process with the European Environmental Award 2000 in the category "technology for sustainable developments".

High quality products for higher quality of life: SeaCell™ and smartcel™ sensitive are power fibers with added value – thanks to their "inner values".

SeaCell™ containing seaweed is the basis for high quality natural textiles that benefit the skin. The seaweed found in the SeaCell™-fibers is harvested in the cold, pure fjords of Iceland. They are particularly rich in minerals and trace elements and aid in the regeneration and revitalization of the skin. This is because seaweed contains antioxidants, a natural protection against free radicals. Antioxidants minimize the damage that environmental influences can have on the skin. SeaCell™ also lends all textiles a particularly soft and smooth touch, provides the wearer excellent comfort and has a wellness- and anti-aging-effect. The fiber is suitable for home textiles, underwear, activewear, leisurewear, and also nonwovens.

smartcel™ sensitive fiber utilizes the skin-caring properties of the essential trace element zinc. Zinc oxide plays an important part in human nutrition and as a component of skin-building enzymes. It is directly incorporated into the fiber, which as a result regenerates and revitalizes the skin. smartcel™ sensitive fiber also contains the odor-reducing properties of zinc oxide. Because of these characteristics, smartcel™ sensitive is especially applicable in fields where odor control and skin care or protection against UV radiation and environmental influences are in high demand – such as for underwear, activewear, leisurewear, medicinal uses, the bedding industry, and nonwovens.

Many high quality products with the SeaCell™ and smartcel™ sensitive fibers in the market show a dynamic upward trend, also because the smartfiber AG offers customized solutions in all areas. Therefore, the fibers of smartfiber AG - 10 years after its founding – are an indispensable part of the international textile market.

About smartfiber AG: smartfiber AG, with its headquarters in Rudolstadt (located in Thuringia, Germany), was founded in 2005. The company develops and markets lyocell fibers with different functionalities for the international market. The technology is based on the research and development of the renowned Thuringian Institute for Textile and Plastics Research (TITK) in Rudolstadt, Germany. smartfiber AG succeeded in permanently incorporating natural additives into cellulosic fibers known as lyocell, with resulting positive effects on skin and body. These high-tech fibers, with the internationally protected trademarks SeaCell™ and smartcel™ sensitive, are today the basis for innovative products in the textile and nonwovens industry. On this account smartfiber AG sets greatest value on quality controls implemented by independent institutes and laboratories. To ensure the premium processing of the fibers, the company cooperates with selected international production partners in the entire textile-processing industry. Lenzing AG, the world market leader for industrially produced cellulose fibers, exclusively produces the lyocell fibers developed by smartfiber AG since the latter part of 2011. The fiber received several awards in technology, among others the famous "Deutscher Innovationspreis" ("German Innovation Prize") in 2010. The board of directors consists of CEO Michael Kohne and COO Thomas P. Daue. For further information, please go to www.smartfiber.de, www.facebook.com/smartfiberAG, www.twitter.com/smartfiberNews and www.youtube.com/user/smartfiberAG.