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## Lenzing and smartfiber AG intensify their cooperation

**Lenzing AG, world market leader for man-made cellulose fibers and the smartfiber AG are expanding their cooperation. In the future Lenzing will exclusively produce the lyocell specialty fibers smartcel™ sensitive and SeaCell™ developed by smartfiber AG at the Lenzing site in Upper Austria.**

In 2007, Lenzing already granted smartfiber AG a license for the pilot production of new types of lyocell specialty fibers. Moreover, smartfiber AG and Lenzing have been cooperating for several years to develop fabrics and on various research projects.

For reasons of profitability, the pilot plant of smartfiber AG is being relocated from Rudolstadt to Lenzing in order to be able to rapidly move ahead with the commercial exploitation of smartcel™ sensitive and SeaCell™ fibers in spite of rising energy and raw material prices. The integration of the facility in Lenzing, the world's largest cellulose fiber production site, will enable a significantly better cost structure. Moreover, the smartfiber AG pilot plant had recently reached its capacity limits due to the continually increasing order volume, which no longer made it possible to optimally coordinate incoming orders and accept large orders. smartfiber AG will continue to be responsible for the sales and marketing of smartcel™ sensitive and SeaCell™.

The smartcel™ sensitive and SeaCell™ fibers are primarily used in home textiles as well as in the fashion and medicine segments. The SeaCell™ fibers contain valuable active substances from seaweed which promotes health, nurtures the skin and protects against free radicals. smartcel™ sensitive is the first antibacterial, natural fiber available on the market to which the essential trace element zinc is added, thus enabling regenerative skin care and hygiene in textiles.

The management of smartfiber AG considers the intensified cooperation with Lenzing to be an important and future-oriented step for the benefit of customers which comprises a win-win situation for the two companies involved. Thus the high level of competence on the part of Lenzing with respect to the production and processing of lyocell fibers under the brand TENCEL® will be combined with the original and innovative patented technology of the function-oriented fiber products developed by smartfiber AG. The objective of smartfiber AG is to be able to offer the best possible quality, service-oriented order processing and intensified sales-driven marketing support to customers in the future.

For Lenzing the launch of pilot production for smartfiber AG at the Lenzing site is a consistent continuation of the research and development partnership which smartfiber AG and Lenzing have pursued for years.

# PRESS RELEASE



**About smartfiber AG:** The smartfiber AG, seated in Rudolstadt (Thuringia), was founded in 2005. The company develops and markets lyocell fibers which are using natural wood pulp with different functionalities for the international market. The technology is based on research and development work of the renowned Thuringian Institute for Textile and Plastics Research (TITK) in Rudolstadt, Germany. smartfiber AG succeeded in incorporating natural additives permanently into cellulosic fibers known as lyocell with positive effects on skin and body. The hightech-fibers with the internationally protected trademarks SeaCell™ and smartcel™ sensitive are today the basis for innovative products in the textile and nonwoven sector. On this account, smartfiber AG sets greatest value upon 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. Since the end of 2011, Lenzing AG, the world market leader for industrially produced cellulose fibers, exclusively produces the lyocell fibers developed by smartfiber AG. The fiber technology received several awards, among others the famous "Deutscher Innovationspreis" (German Innovation Prize) in 2010. For further information please go to [www.smartfiber.de](http://www.smartfiber.de), [www.facebook.com/smartfiberAG](https://www.facebook.com/smartfiberAG), [www.twitter.com/smartfiberNews](https://www.twitter.com/smartfiberNews) and [www.youtube.com/user/smartfiberAG](https://www.youtube.com/user/smartfiberAG).