

SeaCell™ and smartcel™ sensitive: Wellness-fibers for the “Finally at home“-feeling – ideal for home textiles of all kinds

Home is where you feel most comfortable! True to this motto smartfiber AG produces the high-tech lyocell fibers SeaCell™ and smartcel™ sensitive which are the basis for textiles with particularly protective and skin-caring properties. The high-quality wellness-fibers are used in duvets, pillows, mattresses, bed linen, bed sheets, towels, bathrobes, sleeping bags and bath mats of many renowned providers. Home textiles with SeaCell™ and smartcel™ sensitive have a caring, vitalizing, regenerating and protecting effect on the skin of the user.

The secret of smartfiber AG's fibers is a patented procedure that includes natural additives with a positive effect for the skin permanently into a cellulose fiber. SeaCell™-fibers contain finely ground Icelandic seaweed. The smartcel™ sensitive-fibers contain the essential trace element Zinc.

SeaCell™: the natural, skin-caring fiber with seaweed addresses an active generation's modern sense of life

SeaCell™ is well-being for the skin. It provides for protection against environmental influences thanks to the high proportion of health-promoting elements in the seaweed. SeaCell™-fibers contain finely ground Icelandic seaweed from a unique ecosystem. The seaweed is particularly rich in minerals, proteins, trace elements and vitamins. The vital substances of the seaweed are released by the natural skin moisture while wearing the garment. They provide skin care and protection against free radicals. SeaCell™ provides for an unmistakable soft and smooth touch in all textiles. Whoever wears textiles made from SeaCell™ feels the typical wellness effect on the skin and does not want to miss it anymore. SeaCell™ is made of sustainable raw materials and is 100 % USDA organic certified. The SeaCell™-fiber stands for regeneration and lifestyle and brings some quality of life back to the stressful daily routine. That precisely corresponds with the expectations of today's modern, active customers. They want natural textiles with a positive effect on their skin.

smartcel™ sensitive: the cellulose fiber with zinc transforms home textiles into real skincare products

smartcel™ sensitive with the essential trace element zinc offers a cosmetic, regenerative and odor-reducing effect in combination with soft hygiene. The cellulose fiber is characterized by the skin-caring and protecting properties of the inserted zinc oxide. This zinc oxide offers also protection from harmful UV radiation, similar as used in sun blockers. In ointments, powder, baby creams and cosmetic products it supports the natural processes of the skin, fosters the wound healing and fights skin

MEDIA INFORMATION



inflammation. In addition, it is effective against bacteria and fungi – like this, it is ideally applicable in home textiles.

smartfiber AG at Home Fashion Market Week 2014 in New York: smartfiber AG's staff will present the innovative high-tech-fibers of smartfiber AG on:

25th of March from 9 a.m. to 5 p.m. at

smartfiber AG's showroom:

Corporate Suites Business Center
1001 Avenue of the Americas, 11th Floor
Corner of 37th Street
Conference Room 11B

Interested people are cordially welcomed. You can contact:

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If you need more photos and film material on this topic, please take it from the USB stick for the press or contact us directly.

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 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. 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, www.facebook.com/smartfiberAG, www.twitter.com/smartfiberNews und www.youtube.com/user/smartfiberag.

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