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Lyocell fibre made from Orange pulp and wood source- A new sustainable offering for the fashion industry

Lenzing and Orange Fibre introduce the first TENCEL™ branded lyocell fibre made of orange pulp and wood sources – presenting a new sustainable offering for the fashion industry. Lenzing & Catania – Lenzing Group, a leading global producer of wood-based specialty fibre, is partnering with Orange Fiber, an Italian company which has patented the pulp production process for citrus by-products, to produce the first ever TENCEL™ branded lyocell fibre made of orange and wood pulp. This new product aims to realise both companies' shared vision to enhance sustainability in the textile and fashion industry. The new TENCEL™ Limited Edition initiative combines the imagination, innovation and inspiration of eco-responsible textiles, through reinventing TENCEL™ branded fibres using unconventional sustainable raw materials.

Orange pulp is used for Nanocellulose production (Ref: Nanocellulose from techno-economic perspective, www.nanoindustry.in)