

LENZING™ fibers for sustainable single use products

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The Single Use Plastics Directive is one of the first overdue initiatives to tackle massive amounts of plastic waste in the environment and oceans. This of course also affects our daily life and our consumer attitude on commodity products. Particularly for the use of hygiene products SUPD is controversial: does the SUPD mean we have to deny ourselves hygienic standards? The Lenzing answer is no. Providing a broad product portfolio of cellulosic fibers for exactly such products, Lenzing ensures high quality and hygiene standards but enabling biodegradability and biocompatibility at the same time. Single use hygiene products will remain in our daily lives to maintain high standards of personal care, thus a holistic approach is required to design products that balance the need for hygiene with protection of the planet for future generations. By using Lenzing fibers, single use and sustainability are no contradiction. Babywipes, fem care products or surface and disinfecting wipes – for all of these products Lenzing provides a sustainable solution tackling the plastic waste reduction in cooperation with partners and interested parties.