

Streamlining Fiber Identity: “Cellulose” as the New Unified Standard

This presentation aims to introduce the concept of “Cellulose” as a unifying generic name for man-made cellulosic fibers (MMCFs), simplifying the current fragmented landscape dominated by terms like Viscose, Modal, Lyocell, and Cupro. Based on CIRFS’s recent position paper¹, this proposal advocates for adopting “Cellulose” to standardize fiber terminology, facilitate consumer understanding, and support sustainable fiber innovation.

The rationale for this change includes:

- **Enhanced Consumer Clarity:** Research indicates that MMCF terms confuse consumers and inhibit market transparency.
- **Alignment with Global Standards:** A cohesive MMCF identity aligns with trends in other synthetic and biobased fibers, defined by polymer rather than production process.
- **Sustainability and Innovation:** By adopting “Cellulose,” producers can introduce new, eco-friendly fiber technologies without restrictive classifications.

The presentation will outline industry, consumer, and environmental impacts, emphasizing the benefits of adopting “Cellulose” as a standard term across textiles, apparel, and technical applications.

¹ [CIRFS Position Paper Cellulose Generic Name](#)

