

## Buhler Quality Yarns MicroTENCEL® Press Release

- February 22, 2010

**Buhler Quality Yarns to be U.S. launch partner with Lenzing on MicroTENCEL®.**

Buhler Quality Yarns will launch Lenzing's MicroTENCEL®, a 0.8 denier microfiber lyocell. The fiber is made in Austria and will be available in the United States through Buhler Quality Yarns. The first microfiber yarns and fabrics will be on exhibition during Globaltex, booth #420, March 2-4, 2010 and LA Textile Show, Room PH12, March 15-17, 2010. MicroTENCEL® has the inherent performance features of strength, moisture transfer and the natural inhibition of bacterial growth while providing superior softness and comfort. This new yarn, available in 20/1's to 60/1's, includes finer count yarns than have been previously available. Buhler Quality Yarns with a history of producing the best yarns will use the newly constructed yarn counts for the development of stronger lightweight fabrics and entry into new markets. Buhler Quality Yarns will be providing technical support to help create beautiful fabrics from construction through wet processing.

MicroTENCEL® is in the forefront of sustainable fiber technology. It is made of Eucalyptus wood pulp of Forestry Stewardship Council (FSC) certified pulp and utilizes a non-toxic solvent in a proprietary closed loop process that has won environmental awards. It is Oeko-Tex Standard 100 certified. MicroTENCEL® can be dyed using less dyestuffs, water and sodium for a better footprint throughout the entire development process.

MicroTENCEL® will be launched first in circular knit and seamless fabrics. It will be marketed under Buhler Quality Yarns **3B's**; **B**est yarns, **B**eautiful fabrics and a **B**etter footprint. For more information please contact:

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Office 706.267.9834 or email [sales@buhleryarns.com](mailto:sales@buhleryarns.com).**

 **Buhler Quality Yarns Corp., USA**

Since 1858 Hermann Bühler has produced yarns for customers with the highest requirements. Innovative products, excellent yarn quality and perfect customer service are the most important goals in our business. We concentrate on this in our daily work and it guides our company philosophy. The American subsidiary, Buhler Quality Yarns Corp., USA established in 1996, is the leading supplier of fine-count yarns in the USA.

The Lenzing Group



Is an international group with its headquarter in Austria, production sites in all major markets and a global network of sales and marketing offices. Lenzing provides the global textile and nonwovens industry with high-quality cellulose fibers. Lenzing quality and Lenzing innovative power set standards for man-made cellulose fibers world-wide. Seventy years of fiber production expertise make us the only producer world-wide of all three man-made cellulose fiber generations, from classic viscose to modal and lyocell. Lenzing's unique combination of consistent customer orientation with leadership in quality, innovation and technology is the foundation of our success. Lenzing is committed to the principles of sustainable management and very high environmental standards.