

Sateri unveiled the new recycled fibre FINEX™

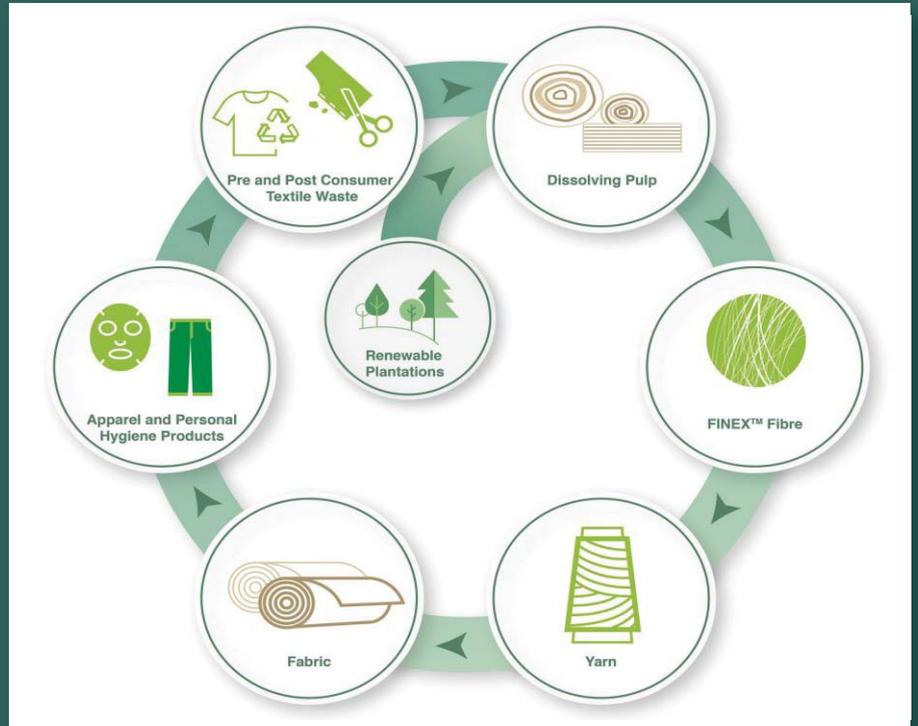


Launched in June 2020, Sateri introduced FINEX™ as its new product brand for recycled fibre. FINEX™, short for 'Fibre Next', is an innovative next-generation cellulosic fibre containing recycled content. Since its announcement in March 2020 of a breakthrough in commercial production of viscose using recycled textile waste, Sateri has worked closely with its downstream yarn and garment manufacturing partners to bring the recycled fibre product to the consumer market.

FINEX™ is made from bio-based natural fibres derived from a mix of recycled pre and post consumer's textile waste, and other PEFC-certified wood pulp from renewable plantations. Innovation and technology has made cellulosic textile fibre recycling possible and FINEX™ represents how nature not only renews itself but that products made from nature can also be regenerated. This, at its heart, is what circular fashion looks like.

Sateri's brand promise to customers remains constant— its products are sustainable, high quality, efficient, and cost-effective. The FINEX™ tagline 'Together for a Better Next' expresses our aspiration to be the partner of choice for next-generation fibre. Allen Zhang, President of Sateri stated, "Being the world's largest viscose producer gives us the advantages that come with volume, but value is what we hope differentiates us. By this, we don't only mean higher value products like Finex™ but also the value we bring to communities, country, climate and customers."

Globally, less than 1% of material used to produce clothing is recycled into new clothing. This presents a big opportunity for textile fibre recycling, particularly in China which is the largest textile producing country in the world. Just a month before the launch, Sateri became a council member of the China Association



of Circular Economy (CACE). The company will work closely with CACE's Textile Waste Comprehensive Utilisation Committee to establish standards and promote industrial-scale textile waste recycling.

Furthermore, the fibre is now certified to the Recycled Claim Standard (RCS) which provides verification of recycled raw materials through the supply chain. RCS is intended for use with any product that contains at least 5% recycled material, and Sateri has successfully produced Finex™ viscose fibres with up to 20% recycled content. Under the RCS certification process, each stage of production is required to be certified, beginning at the recycling stage and ending at the last seller in the final business-to-business transaction.

The new developments were announced at the official launch of Finex™. About 160 guests, mostly senior representatives of major fashion brands and fabric and garment makers, gathered to celebrate the milestones that cement the status of Finex™ as a game changer for sustainable fashion. Allen Zhang, President of Sateri, said: "The

development of Finex has been an intensive effort for Sateri from initial commercialization, to partnering brands like Lafuma and Rico Lee, and finally to the launch. This is all made possible with collaboration across the value chain – working alongside yarn spinners, garment makers and brand partners – to bring a high quality and more planet friendly product to consumers. The fashion industry is changing fast and, beyond functionality, circularity is now of the greatest importance in apparel manufacturing."

In the '2020 Sustainable Fashion Report' released by China's leading business news publication CBNweekly, results of a survey with stakeholders in the fashion value chain reinforced the potential of textile recycling as a solution to the problem of textile waste arising from over-consumption and production. The report identified technology and capital as the biggest barriers to textile recycling and highlighted the critical role brands play in mobilizing manufacturers and consumers to advance sustainable fashion.

For further information please email us at: Sales_apr@aprayon.com ♦