

# Eastman launches Naia™ Renew staple fiber for casual wear, loungewear



## New inherently soft, sustainable, traceable fiber for circular fashion

In response to consumer demand for comfortable, sustainable clothing, Eastman launched its Naia™ Renew cellulosic staple fiber in the growing women's casual wear and loungewear market. Sourced from 60% wood pulp and 40% recycled waste plastics,\* it can be produced at scale to deliver sustainability without compromise to the fashion world.

Naia™ Renew staple fiber has inherent softness, is quick drying and reduces garment pilling. It blends well with other eco-friendly materials such as lyocell, modal and recycled polyester to produce sustainable fabrics and garments that are ideal for everyday comfort wear—whether it's a busy day on the go or a cozy night on the couch. It is a versatile fiber perfect for T-shirts, comfy pants, jumpsuits and dresses.

"With more consumers seeking all-day comfort and style, the need for sustainable yet soft, cocooning clothing is higher than ever. Today, shoppers looking for sustainable options are not willing to compromise on style nor on quality or durability," said Carolina Sister Cohn, Eastman's global segment market

manager for fashion. "Naia™ Renew staple fiber offers sustainable comfort every day, everywhere."

Fully circular, Naia™ Renew staple fiber is produced with a low carbon footprint in a closed-loop process where solvents are safely recycled back into the system for reuse.

The fiber is produced from wood pulp sourced from certified forests, and the recycled plastics feedstock is generated via Eastman's patented carbon renewal technology (CRT). CRT is an integrated molecular recycling technology that breaks down waste plastics, such as post-consumer carpet fiber and plastic packaging materials, into basic molecular building blocks for the manufacture of new products including fibers — a truly circular solution creating value from waste.

\*Naia™ Renew recycled content is achieved by allocation of plastics using an ISCC-certified mass balance process.

**Naia is represented in Pakistan by iTextiles. For any further information please contact: [info@itextiles.com.pk](mailto:info@itextiles.com.pk). ♦**

## About Eastman

Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability.

The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,500 people around the world and serves customers in more than 100 countries. The company had 2020 revenues of approximately \$8.5 billion and is headquartered in Kingsport, Tennessee, USA.

In 2019, Eastman began commercial-scale chemical recycling for a broad set of waste plastics that would otherwise be landfilled or incinerated, or worse, end up in the environment. Eastman Advanced Circular Recycling technologies process waste plastics traditional mechanical recycling methods cannot—including polyesters, polypropylene, polyethylene, and polystyrene—derived from a variety of sources, including single-use plastics, textiles, and carpet. These technologies provide a true circular solution of endless recycling for materials, allowing them to be reused repeatedly. ♦