

# The LYCRA Company

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## **THE LYCRA COMPANY INTRODUCES NEW LYCRA® ECOMADE FIBRE AS A SUSTAINABLE DENIM SOLUTION AT KINGPINS AMSTERDAM**

莱卡公司在阿姆斯特丹KINGPINS牛仔精华展上推出新型LYCRA® (莱卡®) ECOMADE纤维

**AMSTERDAM – 11 October --** The LYCRA Company, a global leader in developing innovative fibre and technology solutions for the apparel industry, will exhibit its latest market-driven products for denim at Kingpins Amsterdam, October 23-24. As part of its long-term commitment to sustainability and the company's Planet Agenda platform, The LYCRA Company will be introducing LYCRA® EcoMade fibre at the invitation-only trade show. This new fibre is the company's first branded elastane/spandex product that is made with pre-consumer recycled materials.

阿姆斯特丹-10月11日--莱卡公司, 为服装行业开发创新纤维和技术解决方案的全球领导者, 将在10月23-24日举行的阿姆斯特丹Kingpins牛仔精华展上展出公司根据市场需求最新研发的牛仔裤相关产品。作为公司致力于长期可持续发展以及公司的Planet Agenda (地球议程) 平台的一部分, 莱卡公司将在这一仅面向受邀者开放的贸易展中推出LYCRA® (莱卡®) EcoMade纤维。这款新型纤维是公司推出的首款采用废弃回收再生材料制成的弹性纤维/弹力纤维品牌产品。

LYCRA® EcoMade fibre offers the same lasting comfort, fit and freedom of movement as the original LYCRA® fibre, but is made with waste collected at the company's manufacturing sites and blended with virgin fibre at specific concentrations. This reduces waste and puts it back into production. LYCRA® (莱卡®) EcoMade纤维与原先的LYCRA® (莱卡®) 纤维具有同样的持续舒适、合身和行动自如性能, 但采用在公司生产基地收集的未经使用的废料与新造纤维以特定浓度比例混纺而成。减少了浪费, 让废料重新回到生产中。

"A recent study\* showed that two out of three respondents thought sustainability is one of the top three issues impacting our world today, and over 50% said they wanted to improve their footprint in the area of textile and apparel waste," said Jean Hegedus, sustainability director. "Our EcoMade solutions will help our customers meet the consumer's need for more sustainable apparel."

"最近的一项研究\*表明, 三分之二的调查对象认为可持续发展是如今影响全球的三大问题之一, 50%以上表示他们希望改善在纺织品和服装浪费方面的足迹。"莱卡公司可持续发展总监Jean Hegedus说道, "我们的EcoMade解决方案将有助于客户满足消费者对于更加可持续服装的需求。"

Product Sustainability is one of the three interdependent pillars in The LYCRA Company's Planet Agenda, which also includes Corporate Responsibility and Manufacturing Excellence. This framework represents the company's commitment to developing products and technologies that minimize its environmental footprint, enhancing the performance of its customers' offerings, and safeguarding the health and safety of its employees and the communities where they work. 产品可持续性与企业责任和卓越制造是莱卡公司Planet Agenda (地球议程) 的三大支柱, 相互依存。

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该框架体现了公司的使命，开发相关产品和技术，充分降低环境足迹，提高客户产品的性能，同时保障客户的员工和所在社区的健康和安全。

“We believe sustainability is a journey of continuous improvement that touches every aspect of our business, from reducing energy, water usage and waste at our sites to developing new products with excellent performance and a smaller footprint.” said Hegedus. “As part of our ongoing commitment to sustainability we have also set a goal to convert the vast majority of our COOLMAX® and THERMOLITE® fiber business to EcoMade (post-consumer recycled) versions by 2021.”

“从减少我们基地的能耗、用水量以及垃圾，到开发具有优异性能和较小足迹的新产品，我们相信可持续发展是一个持续改进的过程，触及我们业务的各个方面。”Hegedus谈到，“作为我们一如既往的致力于可持续发展的一部分，我们已设定了目标，到2021年，实现大部分COOLMAX®和THERMOLITE®纤维业务向EcoMade（废再生材料）纤维转型。”

Invited trade show guests are welcome to visit The LYCRA Company stand to see its latest innovations for denim designed with sustainability in mind. Kingpins will take place October 23-24 at The Gashouder Building, Westergasfabriek in Amsterdam. Hours are Wednesday from 10 a.m.-6 p.m. and Thursday from 10 a.m.-5 p.m. For more show information, visit [kingpinsshow.com/Amsterdam](http://kingpinsshow.com/Amsterdam).

欢迎受邀参加展会的宾客光临莱卡公司展位，参观融合可持续发展理念的最新牛仔创新成果。Kingpins牛仔精华展将于10月23-24日在阿姆斯特丹Westergasfabriek（文化公园）的Gashouder大楼举行。时间：周三10am-6pm，周四10am-5pm。如欲了解更多展会信息，敬请访问 [kingpinsshow.com/Amsterdam](http://kingpinsshow.com/Amsterdam).

To learn more about The LYCRA Company's Planet Agenda and sustainable products like LYCRA® EcoMade technology, go to [LYCRA.com/sustainability](http://LYCRA.com/sustainability).

如欲了解莱卡公司Planet Agenda（地球议程）和LYCRA®（莱卡®）EcoMade技术等可持续性产品的更多信息，敬请访问 [LYCRA.com/sustainability](http://LYCRA.com/sustainability).

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## About The LYCRA Company

The LYCRA Company innovates and produces fibre and technology solutions for the apparel and personal care industries, as well as specialty chemicals used in the spandex and polyurethane value chains. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA®T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, TACTEL®, and TERATHANE®. While The LYCRA Company's name is new, its legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fibre. Today, The LYCRA Company is focused on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit [www.thelycracompany.com](http://www.thelycracompany.com).

LYCRA® is a trademark of The LYCRA Company.

\* Source: Refinery29 Intelligence Sustainability Study June 2019, Mad Chatter Panel, n-558 W18+

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## 关于莱卡公司

莱卡公司为服饰和个人护理行业生产创新的纤维并提供先进技术方案，同时为氨纶和聚氨酯价值链提供特殊化学品。莱卡公司总部位于美国特拉华州威明顿，其创新的产品，技术专长以及强大的市场营销支持享誉世界。莱卡公司拥有众多领先的消费者及行业品牌，包括 LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX® 和 TACTEL®。公司虽然新成立，但是其业务可以追溯到 1958 年，独创的氨纶纤维—LYCRA®（莱卡®）纤维诞生。今天，莱卡公司专注于为客户产品增值，通过开发独特的创新方案，满足消费者对舒适和持久性能的要求。更多信息，请访问 [www.thelycracompany.com](http://www.thelycracompany.com)。

LYCRA® (莱卡®) 是莱卡公司拥有的商标。

\*来源: Refinery29 智能可持续发展研究, 2019年6月, Mad Chatter研究小组, n=558, 18岁以上