



TENCEL®

THE NEW AGE FIBER



Botanic
carpets & rugs

Botanic living

The botanic home is now complete. Following the successful introduction of TENCEL® branded lyocell fibers in bedding, TENCEL® fibers are now conquering an interior segment – carpets.

Natural trends in interior design

For textile flooring, Lenzing has developed its own TENCEL® fibers for carpets. The fibers have coarser diameters than the standard types and longer cuts. Generally, coarse, long fibers similar to wool are processed in carpets. So far, cellulose fibers have only rarely been the fiber of choice, since they are too fine and short. With the tailor-made TENCEL® fibers, broad usage in carpets, now is possible. The characteristic properties of TENCEL® fibers can be transferred to the carpet, leading to new product benefits.



Botanic living with TENCEL® fibers for carpets

Interior design – newly defined

The trend in interior design is towards natural materials. Look and comfort have priority when furnishing living spaces. With carpets of TENCEL® fibers, botanic living comfort becomes a reality. The TENCEL® fibers stand for visual appeal, a perfect indoor climate and pure relaxation.

Feel good factor and aesthetics

TENCEL® fibers are perfect for carpets, due to their particularly good dye affinity, thus brilliant and expressive colors. The fiber guarantees lasting and intensive brilliance. The additional feel good factor makes TENCEL® fibers an optimum alternative to conventional fibers. Carpets of TENCEL® fibers feel silky and soft, due to the smooth fiber surface. They are a true delight for the skin.



Carpets with TENCEL® fibers - feel good factor for the skin

Hygienic room climate

Temperature and humidity fluctuations in homes can be balanced out, due to the fiber's excellent moisture absorption and release. This helps to avoid the accumulation of moisture on walls and windows, hence preventing formation of mold. The special moisture-regulating properties distinguish TENCEL® fibers considerably from synthetic fibers, enabling room climate and hygiene optimization. If flooring has no ability to regulate moisture, it quickly can result in growth of bacteria, mites, and molds. Another essential advantage of TENCEL® fibers is their resistance to moths. TENCEL® fibers are naturally moth-free since, unlike wool, TENCEL® fibers are not made of the proteins that moths eat.



Perfect room climate due to optimum moisture-regulating properties

Relaxed living

TENCEL® fibers inherently contain moisture, even though feeling dry. The TENCEL® fiber's humidity equals 13% compared to only 1% in synthetic fibers. Moisture acts like a lightning arrester and prevents electrostatic charging. That means there is nothing to impede relaxation within the botanic home.



TENCEL® fibers in carpets - pure relaxation

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