



## Beaulieu Fibres International launches its Sustainable Fibres Program at Techtexsil 2024 to drive 'fibres that build futures'

- Initiative to engage and support stakeholders around sustainability
- Impact themes include CO<sub>2</sub> and raw material savings, circularity and partnerships
- Sustainable Fibres to develop 'future fit' concepts for open and transparent sustainable design

Wielsbeke, Belgium – April 18, 2024 – As the 2024 edition of Techtexsil, the leading international trade fair for technical textiles and nonwovens, gets underway in Frankfurt, Beaulieu Fibres International is introducing its Sustainable Fibres Program to help reshape fibres for sustainable solutions.

Through the initiative the company is looking to gain deeper insights into the challenges encountered by customers across the value chain to identify opportunities to leverage its expertise to deliver impactful products and services.

### Identifying shared value

Beaulieu has identified several conversation triggers for Techtexsil 2024, including recyclable, high performance, renewable, bio-circular, co-developed and made in Europe fibres, to find out what matters most to customers in terms of targets, green initiatives and sustainability expectations.

"Sustainability is a vast concept that translates into a range of priorities across different end markets, which is why we are exploring sustainability in the different impact domains, including CO<sub>2</sub> and raw material savings, circularity, fossil-free materials and partnerships and that's why our Sustainable Fibres Program is a totally different approach," explained Gillis Beun, Business Development Manager at Beaulieu Fibres International.

### A sustainability charter

The Sustainable Fibres Program serves as a charter to help Beaulieu Fibres International accelerate its 'fibres that build futures' campaign, by educating on existing solutions, reshaping products and creating partnerships to facilitate market cooperation on shared challenges.

"Sustainability is a multifaceted reality, and its significance varies across different industries. Today there is no one-size-fits-all solution. That's why we're dedicated to offering and developing a range of solutions and perspectives to address the diverse sustainability needs of various stakeholders," said Maria Teresa Tomaselli, General Manager at Beaulieu Fibres International.



In addition to leading the market within the framework of the European Green Deal, and alignment with the objectives of the proposed Ecodesign for Sustainable Products Regulation, Beaulieu Fibres International is committed to achieving its own sustainability targets outlined in its roadmap known as ROUTE 2030.

**Discover more about Beaulieu International Fibers's Sustainable Fibres Program and complete portfolio of technical and sustainable solutions at Tectextil 2024 (Booth C70, Hall 9.1).**

- End of press release -

## Beaulieu Fibres International

Beaulieu Fibres International puts innovation and sustainability central for a wide variety of industries such as Geotextiles, Hygiene & Wipes, Floor coverings, Automotive, Upholstery, Filtration, Composites and Construction.

As largest European producer of polyolefin fibres and bicomponent polyester/polyolefin fibres, our company is part of Beaulieu International Group with headquarters in Belgium. Three production sites in Europe – two in Belgium and one in Italy - supply MONO/BICO staple and shortcut fibres, in round and trilobal cross section with linear densities of 1.3 to 500 dtex.

## Member of Beaulieu International Group

As a global family business, we develop and co-create – in an innovative, entrepreneurial and sustainable way - flooring and material solutions to enhance the quality of living and working for every generation.

Headquartered in Belgium, B.I.G. employs over 4.900 people worldwide in 19 countries throughout Eurasia, America and Oceania and serves customers in 150 countries. In 2022, B.I.G. reported sales of €2,4 billion. At B.I.G., we work purposefully to build a sustainable future. Our sense of entrepreneurship and our ambition enable us to continue to grow together with our employees, customers, suppliers, shareholders and the society in which we operate.



Caption: *Beaulieu Fibres International launches its Sustainable Fibres Program at Techtexsil 2024 to drive 'fibres that build futures'. (Photo: © Beaulieu International Group)*

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