EASTMAN NAIA™ CELLULOSIC FIBER

Eastman Naia™ introduces cellulose acetate staple fiber, a sustainable solution and the perfect choice for the fashion industry.

SUSTAINABILITY

SUSTAINABLE ORIGIN

Naia™ is responsibly sourced from sustainably managed pine and eucalyptus forests and plantations. Eastman holds FSC® and PEFC™ Chain of Custody certification, and all suppliers hold internationally recognized forestry certifications as well.

SAFE AND ENVIRONMENTALLY SOUND CHEMICAL USE

Naia™ is produced in a safe, closed-loop process where solvents are recycled back into the system for reuse. It is OEKO-TEX® Standard 100 Product Class I certified and made with no hazardous chemicals listed on the ZDHC Manufacturing Restricted Substances List.

A LOW-IMPACT MANUFACTURING PROCESS

Naia™ is made through an optimized, low-impact manufacturing process with a low tree-to-fiber carbon and water footprint and a third-party reviewed life cycle assessment compliant with ISO 14044. Naia™ is also favorably ranked on the Higg Materials Sustainability Index.

RETURN TO NATURE

Naia™ received the TÜV AUSTRIA ‘OK biodegradable’ certification for freshwater and soil environments and the ‘OK compost’ certification for home and industrial settings.

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Naia™ consistently improves dry rate, providing versatile blending options.**

Naia™ blends with lyocell and modal improve dry rates up to 30%.

**Test method: Intertek, AATCC 201
Tough stains are easily washed away with Naia™.

Wear your favorite garments with Naia™ with no fear of pilling.

Naia™ cellulosic fibers are supremely soft, smooth, and cool next to skin. Naia™ ranked superior in softness versus viscose and cupro.*

Naia™ delivers enduring softness in fabrics for longer lasting comfort.

*Survey of 100+ fashion experts at Interfilière Paris
Based on results from applicable test methods; yarn composition, fabric construction, and finishing can vary results.

Naia™ cellulose fibers **consistently reduce pilling** on fabrics when perfectly blended with other fibers.

Naia™ cellulose fiber blended yarns **safeguard fabrics against the appearance of fuzz** after repeated wash and wear.

Naia™ blends with lyocell, modal, and polyester can improve the pilling grade **up to 1 point on a scale of 1 to 5.**

*Test method: Intertek, ISO 12945-2; 2000 at 2000 and 7000 rubs*

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The results of insight®

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