

# MAN-MADE CELLULOSIC FIBRE POLICY

## Viscose

Viscose is part of a fibre group known as MMCF - Man-Made Cellulosic Fibres. MMCF fibres includes viscose, rayon, lyocell and modal. Viscose is one of the most popular raw materials in the textile industry. It's breathable, highly absorbent, soft, and biodegradable.

The raw material for viscose is woodchip, which is dissolved into pulp and then made into fibre. It's a complex process that uses a lot of energy, wood and chemicals that leave an environmental footprint. But by following best practice to source viscose through our supply chain, we can minimise the impact from viscose and other MMCF in our products.

## Our commitment

By 2027, Matalan is committing to only source viscose (and other man-made cellulosic fibres) from fibre manufacturers who maintain high standards of sustainability in their production. This means our fibre supply partners use the best available manufacturing techniques and source their raw material more sustainably.

Our robust MMC fibre sourcing policy ensures we work only with Fibre Manufacturers who meet the highest sustainable, ethical, and environmental standard during their manufacturing process and when using chemicals.

Aditya Birla (<https://www.birlacellulose.com/>) and Lenzing (<https://www.lenzing.com/lenzing-group>) are our key MMC Fibre supply partners who we believe meet Matalan minimum MMCF policy requirements & criteria. Both manufacturers have been audited by Canopy (<https://canopyplanet.org/>) and given Canopy's 'Green Shirt' status.

## Our target & progress

- **Product Category 1** 70% and above Viscose Content – moving to more responsibly produced viscose by end 2023
- **Product Category 2** 50%-69% Viscose Content – moving to more responsibly produced viscose by end 2025
- **Product Category 3** 30%-49% Viscose Content – moving to more responsibly produced viscose by end 2027