

The Alliance for European Flax-Linen & Hemp, the representative agro-industrial organisation for the sector, is accelerating its sustainable transformation trajectory.

The Alliance will be announcing its 2025 action plan for the Fashion and Home markets during the upcoming Milano Unica [4-6 February 2025] and Première Vision [11-13 February 2025] trade fairs.

Committed to collectively implementing its strategic priorities of innovation, creation and sustainable development, the Alliance for European Flax-Linen and Hemp has led the way in terms of promoting transparency through its two origin traceability certifications, aimed at supporting the development of unrivalled European expertise: Masters of LINEN™ and European Flax™.

The Alliance's holistic strategy now fully addresses the socio-environmental issues and regulations required to meet the challenge of the sustainable transition and to achieve its stated objective of **making European Flax-Linen and Hemp the preferred sustainable fibres worldwide.**

Bart Depourcq, Chairman of the Alliance, is delighted that this objective is now supported by core values that are enshrined in the Alliance's Articles of Association, following the Annual General Meeting on 8 November 2024:

- **Working together**, united by a joint passion for sharing knowledge, and supporting each link in the value chain.
- **Connecting tradition and innovation** to place innovation at the heart of its work.
- **Cultivating respect** of people and the planet.
- **Maintaining our obsession with evidence** to build on the body of scientific proof.



2025: The year of acceleration

- 1** **New identities for the two certifications of origin and traceability of the Alliance, whose standards have been revised and reinforced**

- 2** **Launch of a new digital platform: Flax-Linen Traceability Platform**
European Certified Fibres to Retail
by TextileGenesis - Lectra

- 3** **Publication of datasets and the development of an environmental footprint calculation tool by Glimpact**

- 4** **Continued work to scientifically validate the functional properties of certified Flax-Linen fibre**

- 5** **Launch of the new sourcing platform for innovative materials and textile & technical solutions made from European Flax-Linen and Hemp: the Linen & Hemp Dream Lab**

The deployment of these five projects is supported by the involvement of a 100% European agro-industrial value chain.

The Alliance draws on an operational methodology that is both proactive and decompartmentalised: **the establishment of working groups that bring together different companies, teams and outside expertise, followed by experimentation and testing under real-life conditions with pilot companies.**

"This collective, united approach encourages open-source work and enables the Alliance for European Flax-Linen & Hemp to continuously develop winning solutions for all its target markets"

Marie-Emmanuelle Belzung

General Manager of the Alliance for European Flax-Linen & Hemp



Masters of LINEN™ & Masters of FLAX FIBRE™

A new identity for the two certifications of origin and traceability, with revised and reinforced standards

Certifications harmonised under the "Masters of" umbrella identity

The term "*Masters of*" translates the idea of "total mastery" of all the professions of the Flax-Linen sector, as well as the idea of transmission of expertise and the transparency of each link in the European value chain.

Through these updated certifications, the Alliance confirms and clearly communicates its requirements in terms of excellence, from the growing of the plants to the production of the fibres, yarns, fabrics and finished products.

"This semantic harmonisation creates a coherent reference base and a seal of confidence, based on robust standards, for all the Alliance's stakeholders – members, brands and end-consumers – as well as for companies that want to have their structures or products certified"

Chantal Malingrey

Marketing and Communication Director of the Alliance for European Flax-Linen & Hemp

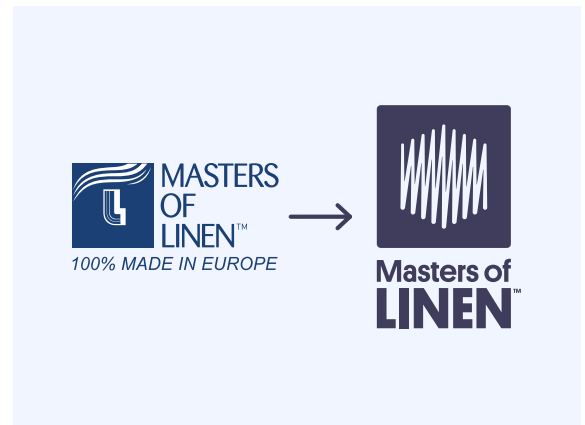


Masters of LINEN™: The Alliance's pioneering certification has been reinforced

Created more than 30 years ago (in 1993), the Alliance's historic certification, which spearheads an exceptional European value chain, is a major differentiation tool for all stakeholders involved in the value chain.

The Masters of LINEN™ certification will not be changing name, but its logo, baseline and promise will be changing, reinforcing its standard focusing on both the company and the product.

It will be rolled out progressively as of May 2025, with a specific launch plan aimed at achieving full adoption by all stakeholders in 2026.



Masters of LINEN™: a certification focusing on the company and the product

This new reference has been developed through a collective process, involving a working group of expert spinners and weavers. The reinforced promise of the Masters of LINEN™ certification will be guaranteed by a robust, open-source standard, audited by independent third-party certification bodies.

The evolution of Masters of LINEN™ is part of an approach aimed at meeting all the challenges facing companies in terms of sustainable business transformation, while driving European innovation and creativity. The certification recognises European spinners, weavers and knitters that deliver excellence in terms of Flax-Linen expertise and who are committed to prioritising the procurement of certified European Flax-Linen, within a legislative framework that protects labour rights.

Between January 2020 and January 2025, applications for certification from companies in the European value chain (spinners, weavers, circular knitting specialists, brands and distributors) rose by 36%, with 38 companies from eight countries applying.



A certification of distinction for European spinners, weavers and knitters who excel in the craft of transforming Flax into Linen and who are committed to prioritizing European Flax-Linen sourcing.

Masters of LINEN™ is a guarantee that all cultivation and processing steps are made by European companies, from Masters of FLAX FIBRE™ to yarn to fabric.

European Flax™ becomes Masters of FLAX FIBRE™

As evidence of the growing demand for traceability on the part of brands, which are themselves driven by consumers' expectations, the demand for European Flax™ certification increased by 755% over the last five years, reaching a total of 1,591 certified companies in 36 countries in January 2025.

To clearly reflect these new requirements, the European Flax™ fibre certification of origin (created in 2012) will become Masters of FLAX FIBRE™. The name change will be accompanied by a new logo, a new baseline and a new promise. It translates the requirements of the revised agricultural standard: from its definition to its application.

The new certification will be gradually rolled out in 2025, with the aim of achieving full adoption by all stakeholders in 2026.



A certification that ensures integrated crop management practices and highlights the unique expertise of European fibre producers.

Masters of FLAX FIBRE™ provides European origin traceability from Flax fibre to finished product, for all end markets.

In November 2024, the Alliance's General Assembly formally established the fact that certifications of origin are independent from the membership process for textile companies.

In practical terms, the operational impacts for companies are currently being reviewed and will be formally set out with the implementation of the new Masters of FLAX FIBRE™ and Masters of LINEN™ certification standards in May 2025.

The digital traceability platform for certified Flax-Linen will be launched in May 2025 for brands and retailers:

FLAX-LINEN TRACEABILITY PLATFORM

European Certified Fibres to Retail

by TextileGenesis - Lectra

For the fashion industry, which is geographically fragmented and involves numerous intermediaries and several stages of development, the issue of product traceability and environmental impact also represents a key challenge for the future of the sector as a whole. Without a dedicated support tool, the path forward would be chaotic and filled with obstacles.

In 2020, within the framework of the roadmap established by the French government's Strategic Committee for the Luxury Fashion sector, the Flax-Linen industry volunteered to lead and coordinate a Europe-wide Flax-Linen pilot project and to test digital traceability in real-life conditions using a dedicated solution.

After three years of experimentation and co-construction with all the stakeholders involved, supported by the robust foundation provided by the Masters of LINEN™ and Masters of FLAX FIBRE™ certifications, the Alliance has co-developed an innovative digital traceability solution, from the fibre to the finished product:

Flax-Linen Traceability Platform

European Certified Fibres to Retail

by TextileGenesis - Lectra.

"One of the solutions audited was TextileGenesis-Lectra, which draws on a certified fibre reference system. It was able to take into account the specific needs of the certified Flax-Linen sector [agro-industrial sector and interoperability with data from the sector]"

Julie Pariset

Innovation & CSR Director of the Alliance for European Flax-Linen & Hemp

This digital platform enables certified materials to be tracked from fibre to retail distribution via a tokenised blockchain system (Fibercoins™). It validates the authenticity of certified materials by providing proof of origin throughout the value chain. In tangible terms, it enables retail brands to map every stage and location of production, guaranteeing total transparency throughout the supply chain.

The Masters of FLAX FIBRE™ and Masters of LINEN™ certifications, whose standards are audited by a third-party certification body, are an inseparable aspect of the digital traceability provided by this new secure token and blockchain system.

The platform will be gradually deployed across the value chain, starting with the first link in the Flax-Linen processing chain: the scutchers that produce Masters of Flax FIBRE™ certified fibres.

In May 2025, it will be available all the way down the chain to retail brands, which will be able to record their orders for certified European Flax-Linen.



The Alliance's commitment to its environmental trajectory will also be underpinned by three key projects in 2025:

1

The publication of reliable life-cycle datasets.

The first impact datasets published for the Masters of FLAX FIBRE™ (formerly European Flax™) certification are available in reference databases such as the Higg Index, the European PEF database (EF 3.1) and ecoinvent.

Datasets for Flax transformation processes (from fibre to yarn) are being created and will be published in the European PEF format this year.

2

The development of a tool to calculate the environmental footprint of products, to help members manage and improve their environmental performance.

This project enables companies in the sector to calculate the footprint of their products using the harmonised European PEF (Product Environmental Footprint) methodology, in order to:

- Provide key data to their downstream customers,
- Identify ways of reducing their footprint,
- Measure their progress with a view to continuous improvement.

The Alliance drew on the expertise of its partner Glimpact (a PEF expert) to work with a group of pilot companies to develop a dedicated interface for each profession and process in the Flax-Linen sector.

3

The functional, environmental, textile and technical properties of Flax-Linen continue to be scientifically validated by a committee of experts.

Properties being studied: the biodegradability of certified European Flax fibres in the marine environment, where the majority of the fibre fragments released during washing can end up.

A study conducted by the HYDRA Marine Sciences laboratory, will be published in the first quarter of 2025. The study will clarify various positive or negative claims that are made and provide input for international research into the impact of microfibres and microplastics in the marine environment.

The European Flax-Linen sector will therefore become a valuable partner for retail brands, helping them meet the regulatory requirements of CSRD reporting, which will apply progressively from 2024, and the Digital Product Passport, which will apply progressively from 2027.

While being essential for socially and environmentally engaged brands, digital traceability will act as an accelerator to transform the entire sector, giving new meaning to design, production, distribution and consumption, and contributing to the future of the fashion industry.



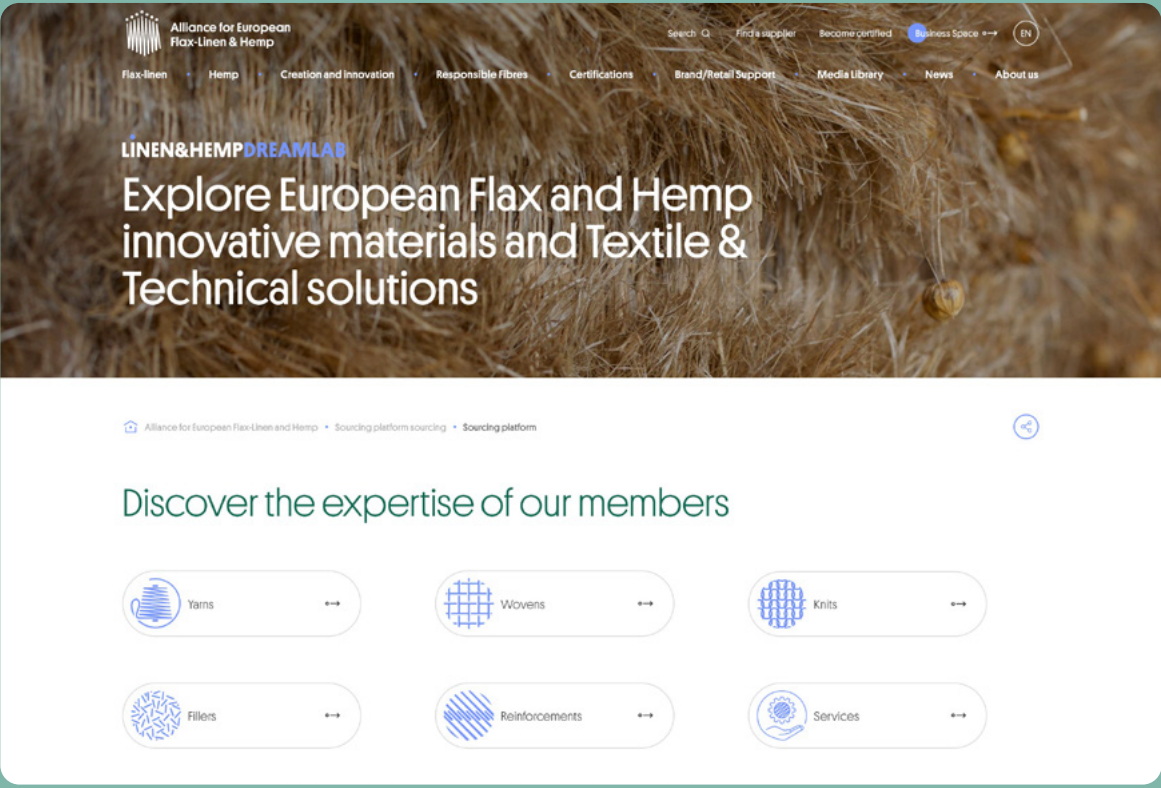
The launch of the new sourcing platform for innovative materials and textile & technical solutions made with european Flax and Hemp:

LINEN&HEMPDREAMLAB

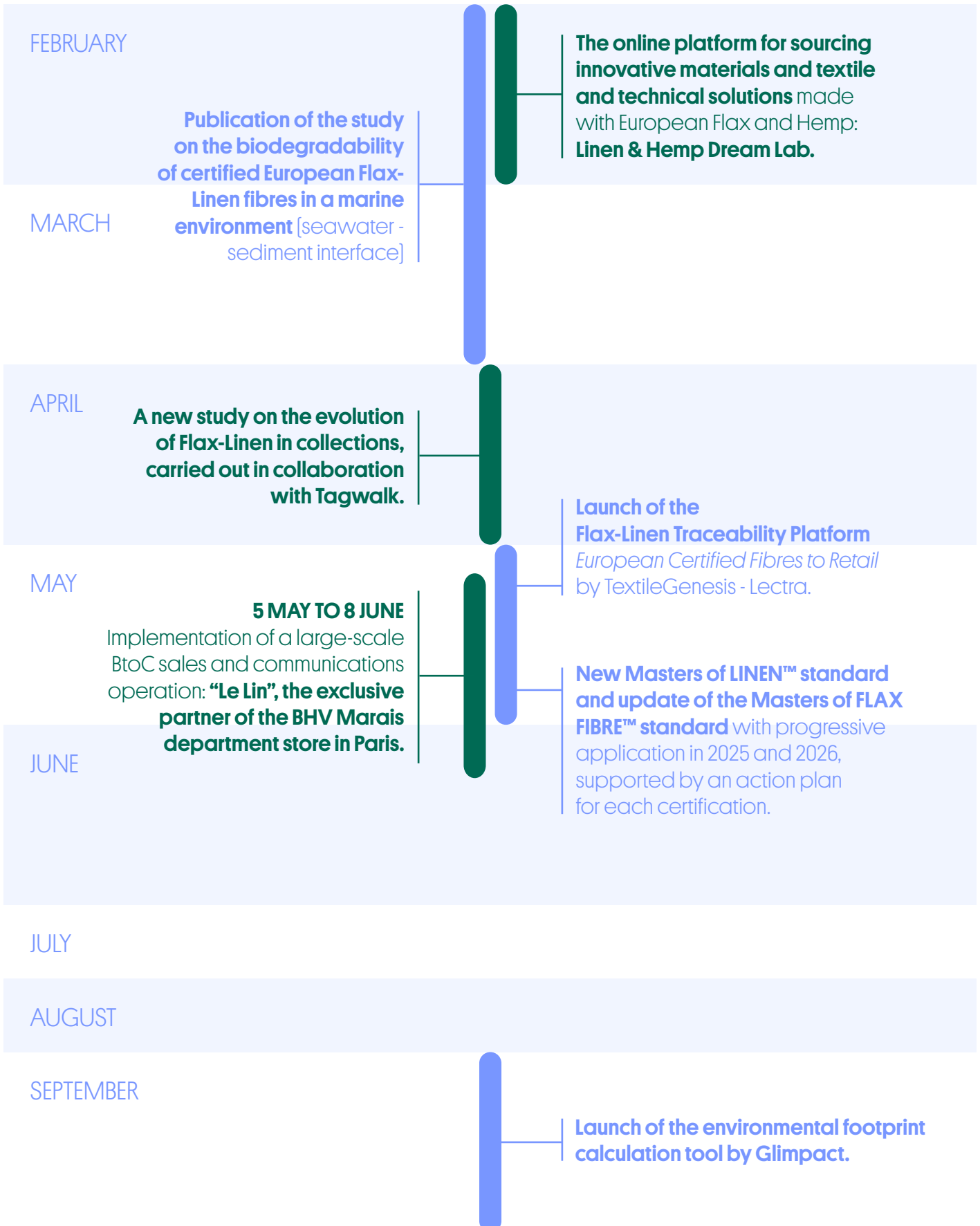
The Linen & Hemp Dream Lab will be reopening its digital doors in order to make all the European Flax-Linen and Hemp based innovative materials, and textile or technical solutions created by its members available to designers, creative teams, stylists, manufacturers and buyers from all over the world, whether for the Fashion or Home markets or for the Technical and Composite textile sector.



LINEN&HEMPDREAMLAB
allianceflaxlinenhemp.eu/en/sourcing-platform-home



Calendar for first six months of 2025



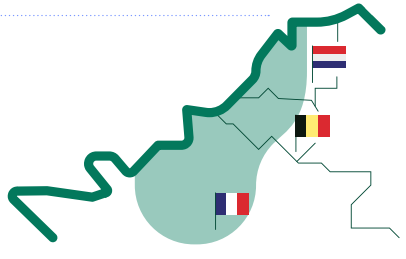
Key figures in Flax-Linen & Hemp fibre production

LINEN

3/4 of the world's long* fibre are produced in France, Belgium and the Netherlands*

*Long fibres: the main product of scutching, used in the textile industry

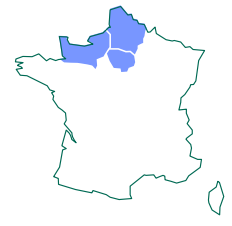
Europe, the #1 global producer of Flax fibre



Today, Flax fibres* account for **< 0,5%** of global textile fibre production

*Long fibres + short fibres

3 main Flax-producing regions in France:
Normandie
Hauts-de-France
Ile-de-France



+ 128% increase in Flax growing area from 2014 - 2024

185,000 hectares in Europe of Flax in 2024 (incl. 87% in France: 162,000 hectares)

140,000 tonnes of long fibres in 2023 (incl. 122,000 tonnes in France)



1 hectare of European Flax

=

- 900 kg of yarns**
- OR **3,750 m2 of fabrics**
- OR **4,000 shirts**
- OR **450 sets of bed linens**
- OR **1,375 chairs made of composite Flax**



HEMP

Europe, #2 global producer with **55,000 hectares** of Hemp for all uses in 2020



+ 12 European countries grow **Hemp textile** in 2021

France #1 producer in Europe with around **20,000 hectares** of Hemp for all uses, including at least **2,500 hectares for Hemp textile** in 2024



China, the #1 global producer of Hemp



with **65,000 hectares** of Hemp for all uses



including **27,000 hectares** of Hemp textile in 2024



Source: 2024 Economic Observatory of the Alliance for European Flax-Linen & Hemp, FAO, Interchanvre

About TextileGenesis

Founded in 2018, TextileGenesis, a Lectra company, provides a Software as a Service (SaaS) platform that enables fashion brands and sustainable textile manufacturers to ensure a reliable, secure and fully digital traceability of their textiles, from the fibre to the consumer, and thereby guarantee their authenticity and origins. The platform provides traceability for textiles, leather and footwear, employing fibre-forwards traceability for sustainable and certified materials and a supply chain discovery approach to traceability for conventional materials.

Its innovative traceability mechanism – which addresses both ends of the textile value chain, as well as its network of partners for material certification – and its technology platform guarantee the exchange and tracking of reliable and secure data throughout a material's life cycle. The TextileGenesis platform also identifies and flags supply-chain compliance/legal risks across the value chain from tier 1 to 4 for brands.

About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by fully integrating CSR [Corporate Social Responsibility] into its global strategy.

The Group offers industrial intelligence solutions that facilitate the digital transformation of the companies it serves. With its software, cutting equipment, data analysis solutions and associated services, Lectra helps its customers push back boundaries and unlock their potential. The Group is proud to state that its 3,000 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

Founded in 1973, Lectra reported revenues of 478 million euros in 2023. The company is listed on Euronext, where it is included in the following indices: CAC All Shares, CAC Technology, EN Tech Leaders and ENT PEA-PME 150.

For more information, please visit lectra.com.

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About Glimpact

Glimpact, developed by Yukan, is the first technological platform to calculate environmental impact in compliance with the reference method of the European Commission: the PEF [Product Environmental Footprint], or OEF for Organisations. It also incorporates existing or forthcoming PEF sector-specific rules [e.g. Apparel & Footwear] as well as applications for the general public.

Businesses and citizens can thus measure footprints according to the 16 impact categories of the PEF method beyond carbon impact alone and identify the right levers for ecological transition.



About the Alliance

The Alliance for European Flax-Linen & Hemp (formerly known as CELC, an association founded in 1951) is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, current analysis, collaboration and strategic orientation, the Alliance for European Flax-Linen & Hemp supports an industry of excellence in a globalised context. It encourages dialogue with national and European public authorities.

It promotes an environment favourable to increasing business competitiveness through its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflection and research on its fibres in order to provide all of its interlocutors with evidence-based environmental data and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibres, whose technical and environmental properties inspire global design and open up new opportunities for industrial innovation. It guarantees the traceability of Flax fibre thanks to the Masters of FLAX FIBRE™ (ex-European Flax™) and Masters of LINEN™ certifications.



MASTERS OF FLAX FIBRE™ [EX-EUROPEAN FLAX™]

A certification that ensures integrated crop management practices and highlights the unique expertise of European fibre producers.

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