



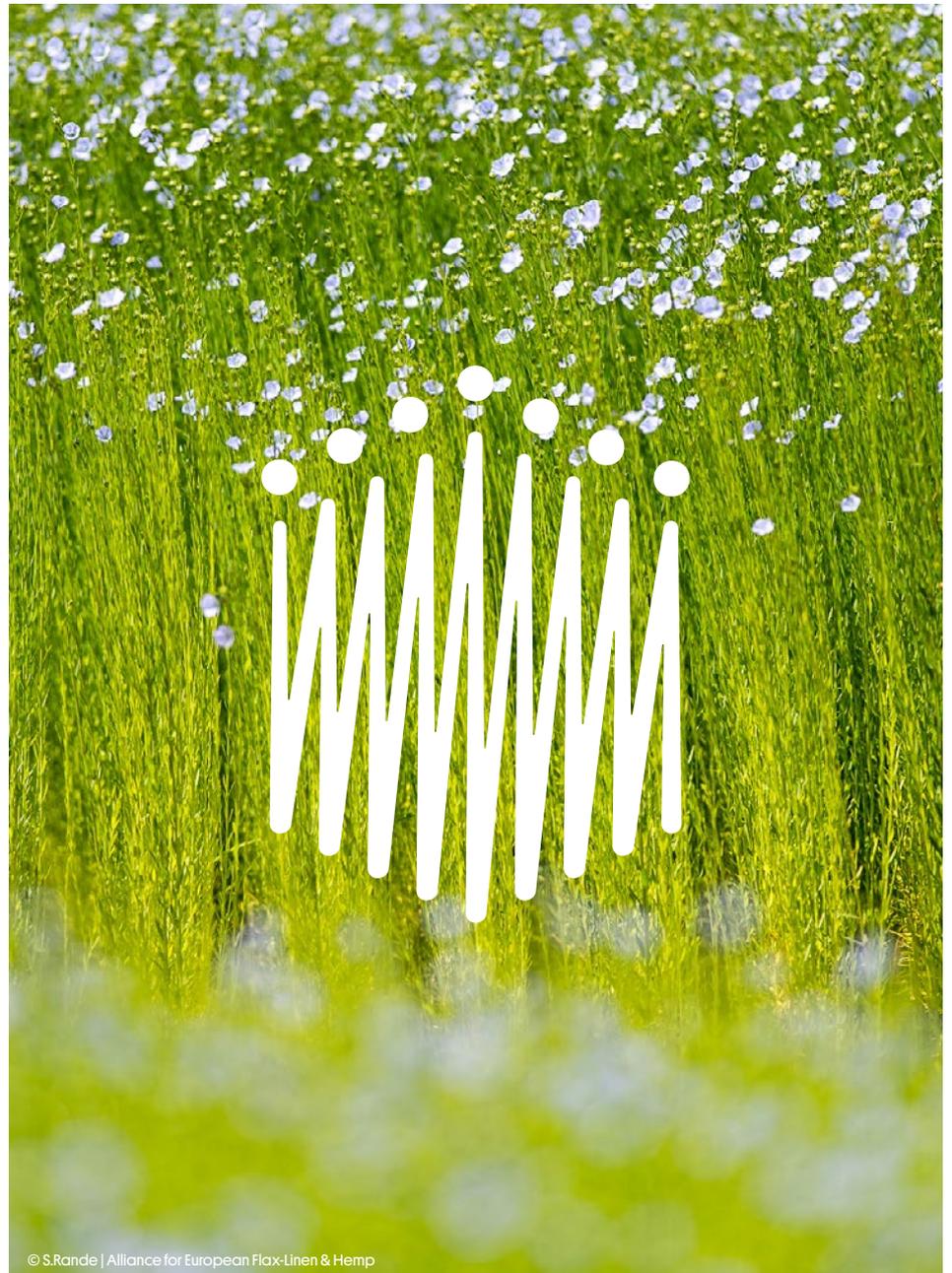
CELC becomes

# **Alliance for European Flax-Linen & Hemp**

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**Today, the European  
Confederation for Flax and  
Hemp is unveiling its new visual  
identity and name: Alliance for  
European Flax-Linen & Hemp.**

.....  
The European Flax-Linen and  
Hemp industries are organizing  
their development around a  
strengthened team with a clear  
mission: **expanding the entire  
industry while making European  
Flax-Linen and Hemp the  
preferred sustainable premium  
fibers worlwide.**

.....  
The Alliance for European Flax-  
Linen & Hemp will launch its new  
identity in the first semester of  
2023 for all target groups.



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# New name and new visual identity

The new name in English clearly embodies the organization's international ambition. The Alliance for European Flax-Linen & Hemp reflects the solidarity of an industry with European roots which brings together the entire value chain around a common goal: **making European Flax-Linen and Hemp the preferred sustainable premium fibers worldwide.**

## Alliance for European Flax-Linen & Hemp

**Alliance** conveys the idea of a chosen union serving common interests and brings modernity and dynamism to the organization.

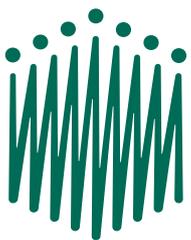
**European** qualifies the Flax-Linen and Hemp fibers, while the organization opens itself up to international ambitions.

**Flax-Linen** become inseparable, underscoring the importance of textiles (since two different words in English refer to the fiber and textile).

**Hemp** today refers mainly to the technical uses of the industry, which is now open to textile segments that are growing.

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The new identity is accompanied by a **new logo**, which creates a visual connection between the identity and values of the Alliance for European Flax-Linen & Hemp: a field in the shape of a hexagon with lines representing creative and orderly fibers that stand for expertise and innovation throughout the value chain.



## Alliance for European Flax-Linen & Hemp

Finally, each line, capped with a dot, illustrates the human side and solidarity of European Flax-Linen and Hemp.

The 7 graphic points represent the unified industry, embodying European Flax-Linen and Hemp on the international stage. The universal number 7 represents harmony. It is the rhythm of our lives and representations: the 7 days of the week, the 7 charkas, the 7 colors of the rainbow, etc.



In addition to visual changes, the new brand exemplifies **confirmed values** that reflect both the principles guiding our joint actions over the past few years and our strong future ambitions.

This new identity reflects the collective efforts begun one year ago that will help clearly position European Flax-Linen and Hemp on the international stage.

Alliance for European Flax-Linen & Hemp is showing itself to be open to the world, and an innovative, creative, and sustainable industry, whose goal is to turn European Flax-Linen and Hemp into the preferred premium sustainable fibers worldwide.



Be United by drawing on the diversity of Alliance's members, sharing a common passion, sharing knowledge and supporting each link of the value chain in a cooperative spirit.



Connect tradition and innovation to place innovation at the heart of operations by transferring knowledge and expertise with the goal of improving them.



Radiate respect while committing to respecting people and planet in all our actions.



Remain proof-obsessed to continue to build on scientifically proven evidence.

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# The Alliance is focusing its path on 3 strategic pillars

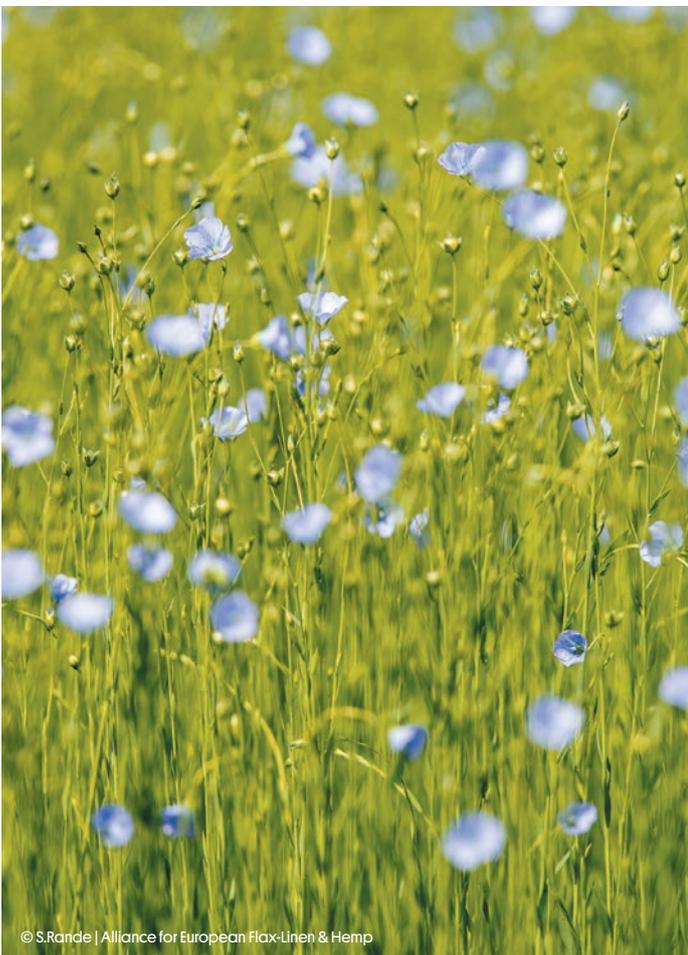
*Europe is the top global producer of Flax-Linen fibers. In an international context of growth and reindustrialization, Flax, which accounts for just 0.4% of global textile fibers, is a globalized fiber with remarkable technical and environmental properties. At the same time, the European textile Hemp industry is organizing itself to boost growth. Today, the European Flax-Linen and Hemp ecosystem thus embodies an innovative and sustainable European textile dynamic that meets the needs of consumers and brands.*

**Bart Depourcq,**  
President,  
Alliance for European Flax-Linen & Hemp

**The Alliance for European Flax-Linen & Hemp supports the development of two industries that are still marginal in terms of economic impact (Flax accounts for 0.4% of global textile fibers).**

For the Flax-Linen industry, these past 15 years have been a time of change and of extraordinary growth. Flax-Linen was able to enhance its visibility and legitimacy thanks to the scientific validation of its intrinsic properties, the establishment of traceability certifications, and work on promotion, among other factors. At a time when behavior is guided by social and environmental concerns, European Flax is meeting market demand with its sustainable and lasting properties.

Within the Alliance, the Hemp industry, which until now had been mostly focused on non-textile applications, should soon follow the same path as Flax on textile issues, and not just within the high-performing technical uses sector. In the short term, European Hemp will benefit from the strength of the Alliance. Already, a European working group managed by the Alliance is being set up to expand the textile Hemp industry.



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## 1. Nurturing and growing a virtuous common ecosystem that caters to European Flax-Linen and Hemp.

The Alliance, which already brings together over 10,000 businesses representing all professions along the value chain from 16 European countries, is a solid foundation for increasing the influence of European Flax-Linen and Hemp.

To expand the ecosystem, the Alliance will enhance its joint work and its economic observatory to publish structured, reliable economic data and information on a regular basis, in order to be able to continuously deploy a set of specific decision-making support tools.

At the same time, the Alliance will continue to open to end markets by anchoring the entire European Flax-Linen and Textile Hemp textile ecosystem and brands by fully involving them in the industry's strategic reflections.

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## 2. Turning the Alliance for European Flax-Linen & Hemp into an innovative and sustainable international reference.

To remain ahead and to continue to prepare for regulations and market expectations, the Alliance for European Flax-Linen & Hemp will always focus on the most responsible innovation. To this end, it commits to a continuous improvement process for its environmental footprint through two essential elements: traceability and Life Cycle Analysis supported by 2 certifications.



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**Offering an organized, responsible, and committed value chain from upstream to downstream by improving fiber and process traceability.**

The traceability of Flax fiber is guaranteed by two certifications with strong growth over the past two years: European Flax®, the indispensable passport of European premium Flax fiber, and Masters Of Linen®, as evidence of renewed sustainable momentum in European textiles. To date, 761 companies from 33 countries have been certified European Flax®, an increase of +633% over 2 years (January 2020-October 2022).

As part of the Traceability Working Group of the Strategic Committee of the Fashion and Luxury Industry (FR), the Alliance for European Flax-Linen & Hemp has launched the first stage of a traceability pilot, a tool using secure Blockchain technology for European flax with respect to two fashion products. This pilot brings together 19 businesses which are currently testing the digital solution.

In Flax-Linen, everyone comes together, working fully and conscientiously for the next link in the chain. The Flax-Linen sector is now able to respond to requests for identification of the origin of the raw material and the production process in order to encourage Flax-Linen to enter the collections.

**Providing representative data to brands for reliable Life Cycle Assessments.**

The first Flax-Linen scutched fiber LCA study using the harmonized European PEF (Product Environmental Footprint) method was published in February 2022, providing a dataset on European Flax® certified long fiber and helping to calculate the impact of products made of Western European Flax fiber based on the 16 PEF categories.

The Alliance for European Flax-Linen & Hemp participates in EU working groups on the subject and is contributing to future regulations. This strong involvement allows the specificities of Flax-Linen to be heard.

In June, the Alliance published a fiber process map for use by brands.

In addition to the LCA, this tool helps identify and measure the impact of Linen products. By creating a reference based on data specific to these professions, the Alliance produces an environmental footprint data set at every link in the chain that represents the industry average across Europe. Nearly 37 players from 7 countries and 11 processes participate in it. Deliverables are expected in the second semester of 2023.

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### 3. Guarantee quality and embody desirability

The Alliance commits to guaranteeing and better describing the quality of its fibers by using technological innovations to create a reference for describing long fibers. A description of European Flax® fibers through optical imaging will soon complement the organoleptic method.

Finally, with its new identity, the Alliance will spearhead this strategy and support it with a Europe-wide marketing plan equipped with a stronger digital dimension aimed at professionals and the public.

*We are clearly stating our ambition of making European Flax-Linen and Hemp the preferred sustainable premium fibers worldwide. To this end, our strategic trajectory focuses on three pillars: growing our Flax-Linen and Hemp ecosystem; becoming an innovative and sustainable international reference; and, finally, guaranteeing quality and embodying desirability. Our new brand perfectly reflects these ambitions. As a pioneering organization on social and environmental issues, we must cultivate our uniqueness and foster everyone's creativity to be able to continue to leverage the sustainable transition in the world of fashion and lifestyle.*

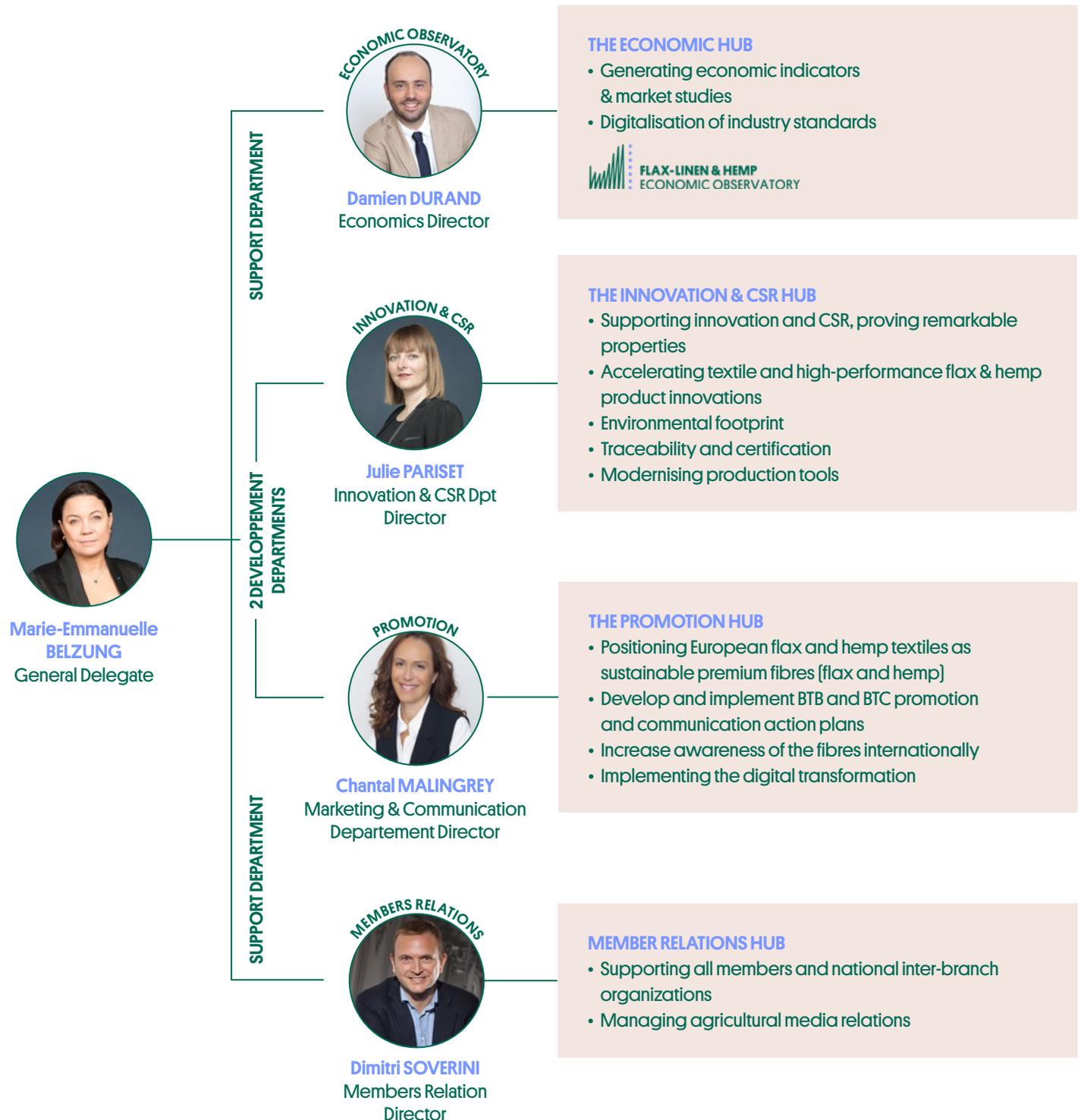
Marie-Emmanuelle Belzung,  
General Delegate,  
Alliance for European Flax-Linen & Hemp



© N.Klaire | Alliance for European Flax-Linen & Hemp

# A team of experts to overcome development challenges in the years to come

The collective momentum at the Alliance for European Flax-Linen & Hemp is propelled by its team, which is working to overcome future challenges for the industry, with its two development hubs and two support hubs.



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# Alliance for European Flax-Linen & Hemp certifications



**European Flax®**  
Premium  
inen fibre

## European Flax®

A traceability guarantee for premium Flax fibers grown in Western Europe for all markets. It is a plant-based fiber, the product of ecofriendly agriculture grown without irrigation\* or GMOs.

*\*except in exceptional circumstances*



## Masters of Linen®

Traceability guarantee for Flax processed by European businesses on European and Euromed 1 sites. A plant-based, responsible, and local textile at all stages of production: from European Flax® fiber to thread and fabric.



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# The Alliance for European Flax-Linen & Hemp will launch its new identity in early 2023

The new identity of the Alliance exemplifies the codes of the institutional logo throughout its experiential universe, and corporate green is complemented by the color blue.

Finally, for digital experiences on social media, the single hashtag [@flaxlinenhemp](https://www.instagram.com/flaxlinenhemp) now covers all social media, whether B2B or B2C, using the new name “Alliance for European Flax-Linen & Hemp.”

Experiences with Flax-Linen and Hemp fall into three main categories: industry experiences, ecosystem experiences, and experiences with professionals and the public

## A coherent galaxy

industry experiences

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ecosystem experiences

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experiences with professionals and the public

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LINEN DREAMLAB

LINEN & HEMP DREAMLAB

LOVE LINEN

LINEN DAY

LINEN DAY  
PARIS

22

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# ANNEX

## USE OF NEW BRAND NAME

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### In writing,

the name of the organisation must always be in English. This is one of the strongest markers of our international action.

Its form is immutable and must imperatively **respect the typographical structure below**: capital letters, hyphen and ampersand.

# Alliance for European Flax-Linen & Hemp

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### Orally,

a translation is available in several languages.

#### In French

**Alliance du Lin et du Chanvre Européens**

#### In Dutch

**Alliantie voor Europees Vlas-Linnen en Hennep**

#### In Italian

**Alleanza per il Lino e la Canapa Europei**

#### In Portuguese

**Aliança para o Linho e Cânhamo Europeo**

#### In Japanese

**ヨーロッパリネンとヘンプのための同盟**

#### In Chinese

**欧洲亚麻和大麻织物材料联盟**

#### In Spanish

**Alianza para el Lino y el Cáñamo Europeos**

#### In Polish

**Sojusz na rzecz Europejskiego Lnu i Konopi**

#### In Lithuanian

**Europinių Linų ir Kanapių Aliansas**

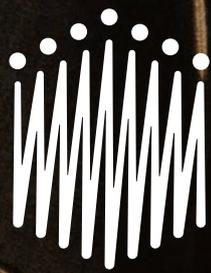
#### In Danish

**Alliance for Europæisk Hør og Hamp**

#### In German

**Allianz für Europäisches Leinen und Hanf**





**Alliance for European  
Flax-Linen & Hemp**



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## ABOUT

The Alliance for European Flax-Linen & Hemp 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, market analysis, dialogue, and strategic orientation, the Alliance for European Flax-Linen & Hemp presides over an industry of excellence in a globalized context. It encourages dialogue with national and European public authorities.

The Alliance for European Flax-Linen & Hemp creates an environment that fosters competitiveness of industrial businesses as part of 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 fibers 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 reflections and research on its fibers to be able to provide all of its interlocutors with evidence-based economic data, environmental information, and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibers, whose technical and environmental properties inspire global creation and open new opportunities for industrial innovation. It guarantees the traceability of Flax fiber thanks to the EUROPEAN FLAX® and MASTERS OF LINEN® certifications.

*The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the number one Flax-producing region in the world [France, Belgium, and the Netherlands account for 80% of production].*

*European Flax®: A traceability guarantee for premium Flax fibers grown in Western Europe for all markets. It is a plant-based fiber, the product of ecofriendly agriculture grown without irrigation\* or GMOs.*

*Masters of Linen®: Traceability guarantee for Flax processed by European businesses on European and Euromed 1 sites. A plant-based, responsible, and local textile at all stages of production: from European Flax® fiber to thread and fabric.*

\*except in exceptional circumstances

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