


A watercolor illustration of a forest with tall, slender trees and dense green foliage. The style is soft and painterly. A large, black, irregular oval shape is centered in the upper half of the image, containing the brand name 'naia' in white lowercase letters with a trademark symbol.

naia™

FROM NATURE TO FASHION

EASTMAN



Made with sustainably sourced wood, Eastman Naia™ cellulosic yarn brings the richness of nature to comfortable and effortlessly luxurious fabrics.

With full traceability from tree to yarn, Naia™ is made by Eastman in the U.S.A. with the highest safety, social, and environmental standards. Eastman's closed-loop production process for Naia™ allows recycling and reuse of safe solvents and water, resulting in a yarn with a low environmental impact.

Eastman is committed to collaborating with partners to collectively build a more sustainable fashion industry.

Designers can be comfortable choosing Naia™. It transforms into luxurious, soft, and easy-to-care-for fabrics, giving designers more freedom and choice.

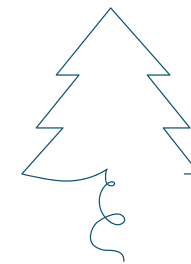
With Eastman Naia™ cellulosic yarn, you don't have to compromise.

NAIA™ IS THE
PERFECT CHOICE
FOR FABRICS IN
WOMENSWEAR,
INTIMATE APPAREL,
AND LININGS.



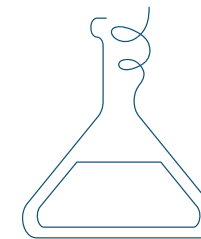
SUSTAINABILITY

Naia™ cellulosic yarn, a cellulose diacetate filament, is the starting point in the sustainable journey of any fabric or garment.



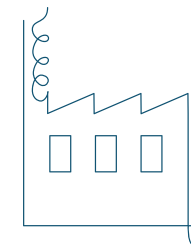
Sustainably sourced wood pulp

With full transparency from tree to yarn, Naia™ is responsibly sourced from sustainably managed pine and eucalyptus forests and plantations, ensuring no deforestation of protected and ancient forests. Eastman holds FSC® and PEFC™ Chain of Custody certification,* and all wood pulp suppliers have FSC® and/or PEFC™ Chain of Custody as well.



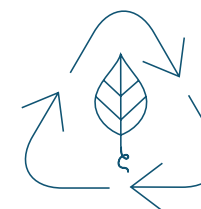
Safe and environmentally sound chemical use

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



A low-impact manufacturing process

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



Return to nature

Naia™ has received the 'OK Biodegradable' and 'OK Compost' conformity marks from TÜV AUSTRIA, certifying that Eastman Naia™ cellulosic yarn is biodegradable in soil and freshwater environments and compostable in industrial settings.

A fully traceable and sustainable yarn, Naia™ brings nature to fashion.

*FSC® C140711, PEFC™ 29-31-359

THE NAIATM PRODUCTION PROCESS

From tree to yarn, the production process for Naia™ is designed to ensure the lowest possible environmental impact. With an extremely low water footprint, Naia™ is created using only sustainably sourced wood and safe solvents, which are recycled and reused.

SUSTAINABLY MANAGED FORESTS AND PLANTATIONS

The process starts with pine and eucalyptus wood, sourced exclusively from sustainably managed forests and plantations in North America, Western Europe, and Brazil.

Suppliers hold internationally recognized sustainable forestry certifications, including FSC® and/or PEFC™ Chain of Custody.

WOOD PULP

Sustainably sourced wood is turned into wood pulp, which is ready to enter the Naia™ production process in Eastman's safe and efficient facility in the U.S.A.—where 100% of Naia™ is produced.

RECYCLING RESOURCES

Solvents used in the process are recycled back into the system for reuse with no release into the environment. Used water is cleaned and returned to the source with routine testing to ensure thriving biodiversity in the local river.

DRY SPINNING

The dope is spun through tiny holes in a spinneret and air dried to form cellulose acetate yarn. Dry spinning Naia™ does not require any water.

CELLULOSE ACETATE GRANULES

Wood pulp is combined with acetic acid to make cellulose acetate granules.

SAFE AND SOUND SOLVENT USE

The granules are dissolved in acetone to make a cellulose acetate dope solution.

SHIPPING-READY BOBBINS

The cellulose acetate yarn is wound onto large bobbins—ready for shipping to fabric mills and Eastman warehouses around the world.

LOW-IMPACT ELEGANCE

The result is a low-impact, sustainable cellulosic yarn that can be used in knits and woven fabrics and easily blended with other fibers. Naia™ is OEKO-TEX Standard 100® Product Class I certified and has been certified as biodegradable and compostable by TÜV® AUSTRIA. Naia™ delivers sustainability with inherent softness, a cool touch, and effortless elegance.

Closed-loop*
production process

* With a solvent recovery rate of more than 99.6%

COMFORT

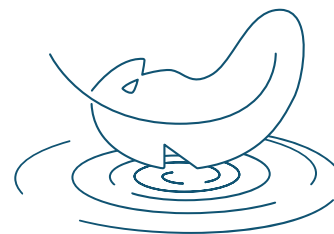
Feeling your best

There's a time for cocooning. And there's a time for being a social butterfly. Happily, both are time for Naia™ cellulosic yarn.

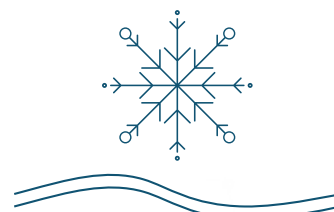
By virtue of the hypoallergenic nature of the fiber, fabrics made of Naia™ are skin friendly, ensuring comfort for even the most sensitive skin. With inherent quick-drying and cool-to-touch properties, fabrics made with Naia™ cellulosic yarn keep your skin feeling cool and dry.



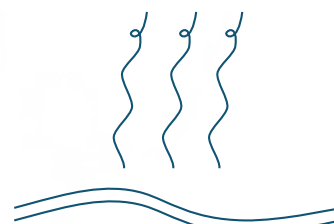
FAST DRYING



SOFTNESS



COOL TOUCH



BREATHABLE



HYPOALLERGENIC/
SKIN FRIENDLY

LUXURY

Sophistication without compromise

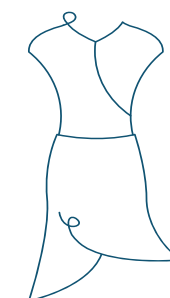
This is what happens when the little black dress starts taking cues from yoga pants.

Extremely smooth to the touch, Naia™ helps create fabrics that glide lightly over your skin and drape elegantly to create alluring silhouettes.

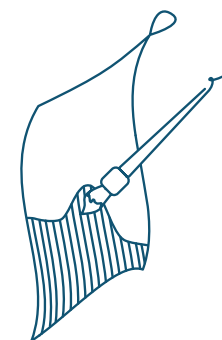
Fabrics made from Naia™ naturally have a beautiful luster and rich color, creating a standout look. For a more subdued appearance and texture, the yarn can also be transformed into a luxurious fabric with a matte finish.



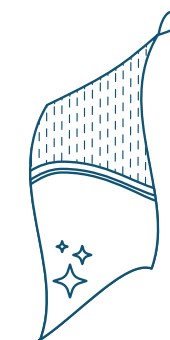
SILKY SMOOTH HAND



LUXURIOUS DRAPE



RICH AND DEEP COLORS



BRIGHT LUSTER OR
MATTE FINISHES

EASE OF CARE

Smart. Carefree. Hassle free.

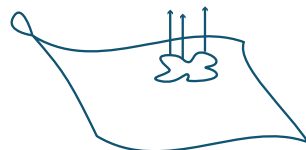
Garments made of Naia™ are incredibly easy to care for; they can be laundered at home and have excellent wrinkle recovery and pilling resistance. Even traditionally tough stains—such as red wine and coffee —can be easily removed.

As a result, your collection is not only aesthetically beautiful but also practical for everyday life.

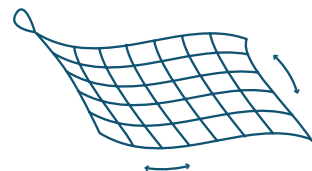
Considering that 25% of global consumers read clothing care instructions before laundering, fabrics that can be easily cared for can keep your customers satisfied and loyal.



HASSLE-FREE HOME
LAUNDERING



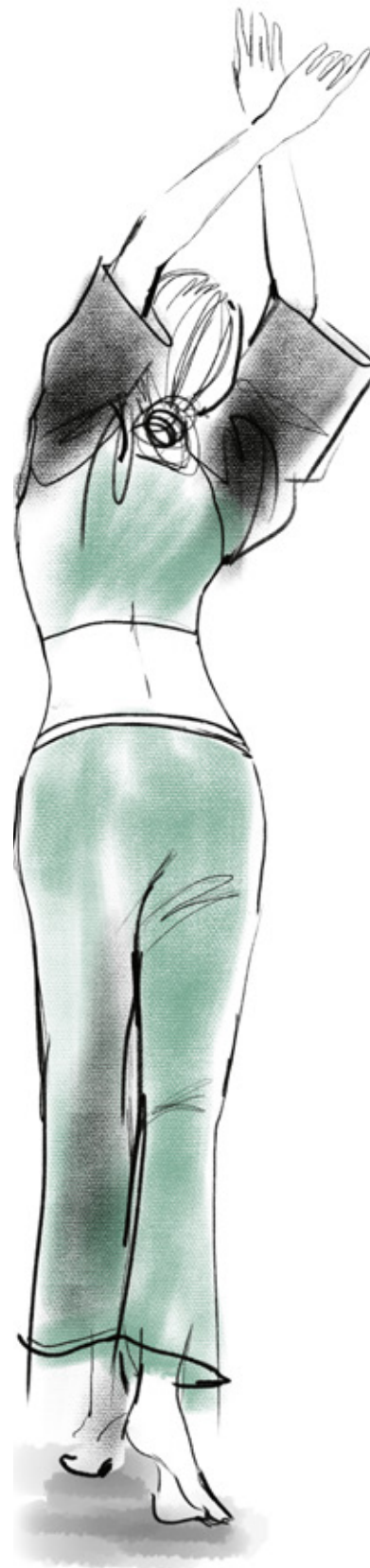
EASY STAIN REMOVAL



EXCELLENT DIMENSIONAL
STABILITY



PILLING RESISTANCE



EXCEPTIONAL VERSATILITY

Let the ideas flow.

Here's your chance to give your customers fashion that fits their many lifestyles. Naia™ can be used alone or blended to create the desired fabrics the market demands—from comfortable everyday wear to luxurious intimate apparel to stunning evening apparel.

In combination with other yarns, Naia™ affords almost unlimited possibilities for textural variety. It mixes well with cotton, silk, wool, linen, nylon, polyester, viscose, or elastane—adding fine luxury when woven into a silky satin fabric and comfort when knitted with spandex into a jersey or interlock fabric.

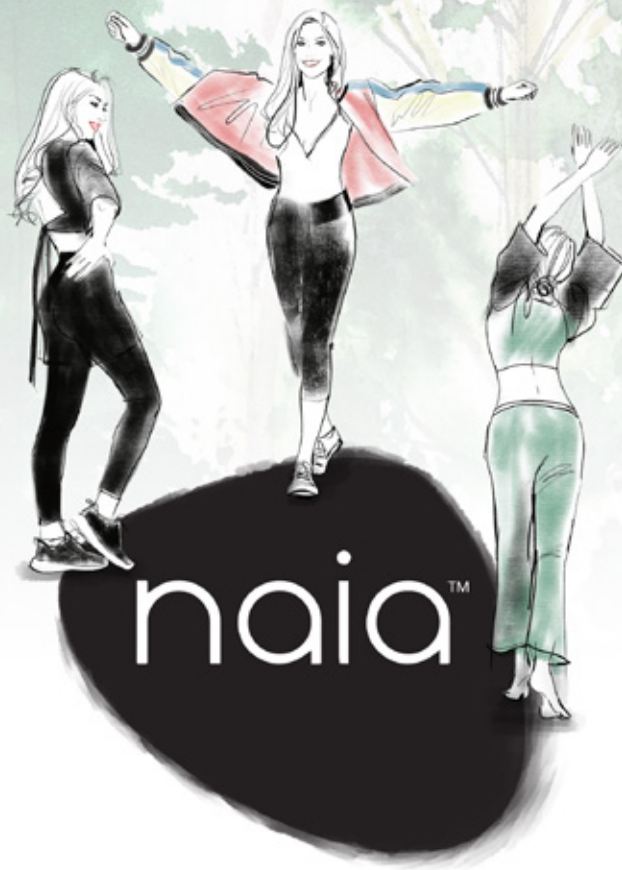
To add to its versatility, the natural properties of Naia™ enable it to be sublimation printed. This allows you greater creative freedom to discover new possibilities for every season.

INNOVATION

The model of responsibility

Innovation is more than just the next best thing; it's about being the best at the next thing. Eastman at its heart is an innovator, and we are always thinking forward. Our material experts work closely with brand owners, designers, mills, and manufacturers to develop innovative products that bring value to the fashion industry.





Touch, feel, and see the Naia™ difference. To request samples, contact your Eastman representative or visit NaiafromEastman.com.

Contact us:
naiafromeastman.com
naiateam@eastman.com

 Eastman Naia™
  eastman_naia
  EastmanNaia



EASTMAN
 The results of insight™

Eastman Corporate Headquarters
 P.O. Box 431
 Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)
 Other Locations, +(1) 423-229-2000

www.eastman.com/locations

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company ("Eastman") and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2019 Eastman. Eastman brands referenced herein are trademarks of Eastman or one of its subsidiaries or are being used under license. The ® symbol denotes registered trademark status in the U.S.; marks may also be registered internationally. Non-Eastman brands referenced herein are trademarks of their respective owners.