

CANOPY'S HOT BUTTON REPORT 2020



1st U.S.-BASED CELLULOSICS PRODUCER TO JOIN CANOPY

Eastman has partnered with Canopy to ensure excellence in the wood pulp source techniques used for Naia™ cellulosic fiber and to demonstrate our ongoing commitment to promoting sustainable forestry practices. We have fully aligned our [sustainable dissolving wood pulp policy](#) to Canopy standards and enabled a more sustainable supply chain in the fashion market.



Customer confidence
in our sustainable
portfolio



Protection of ancient
and endangered forests



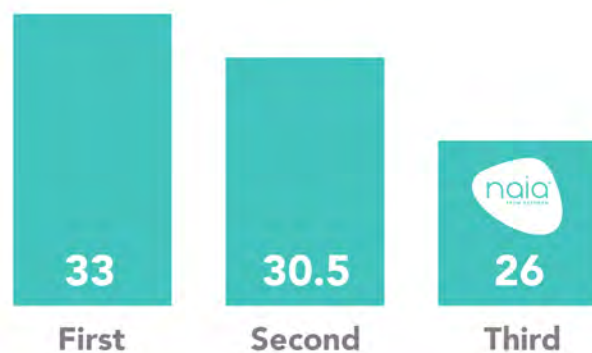
Preservation of
habitat biodiversity

NAIA™ FROM EASTMAN SHIRT RANKING



x 26

EASTMAN
RANKS
THIRD IN
2020



Eastman ranks third,
leading in sustainable
production of Naia™.



EASTMAN APPLAUDED FOR INNOVATION

Canopy highlights Eastman's investment in next-generation fiber solutions and investment in molecular recycling, which enabled the launch of Naia™ Renew, our portfolio of cellulose fiber solutions sourced from 60% sustainable wood pulp and 40% certified* recycled waste plastics.

Our vision is to make sustainable fashion accessible to all.

ABOUT CANOPY AND THE HOT BUTTON REPORT

Canopy is a nonprofit organization that works with the forest industry's biggest customers and their suppliers to protect the world's forests. Their leading campaign, the CanopyStyle initiative, engages with 320 brands and their suppliers to ensure sustainable practices in the production of clothing. Annually, Canopy releases the Hot Button Report, ranking the largest global producers of viscose and cellulose on their raw material sourcing practices, risk of sourcing from ancient and endangered forests, product development and innovation, and leadership in supporting global forest conservation solutions.

EASTMAN NAIA™ HOT
BUTTON REPORT RANKING

EASTMAN NAIA™ CANOPYSTYLE
AUDIT REPORT 2019

EASTMAN NAIA™
WEBSITE

*Naia™ Renew recycled content is achieved by allocation of recycled plastics through mass balance accounting.