

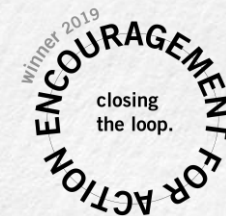
re:newcell

# Large scale chemical recycling of post-consumer textile is finally happening

Gemeinschaft für textile Zukunft


2019-11-27

Berlin







A large pile of garbage, including plastic bags and other debris, is shown in the foreground. In the background, a large blue Caterpillar truck is visible, partially obscured by the trash. The scene is set outdoors, with a body of water and hills in the distance. The overall image has a blue tint.

**One garbage truck load of textiles is  
burned, landfilled or dumped in the ocean  
every second**



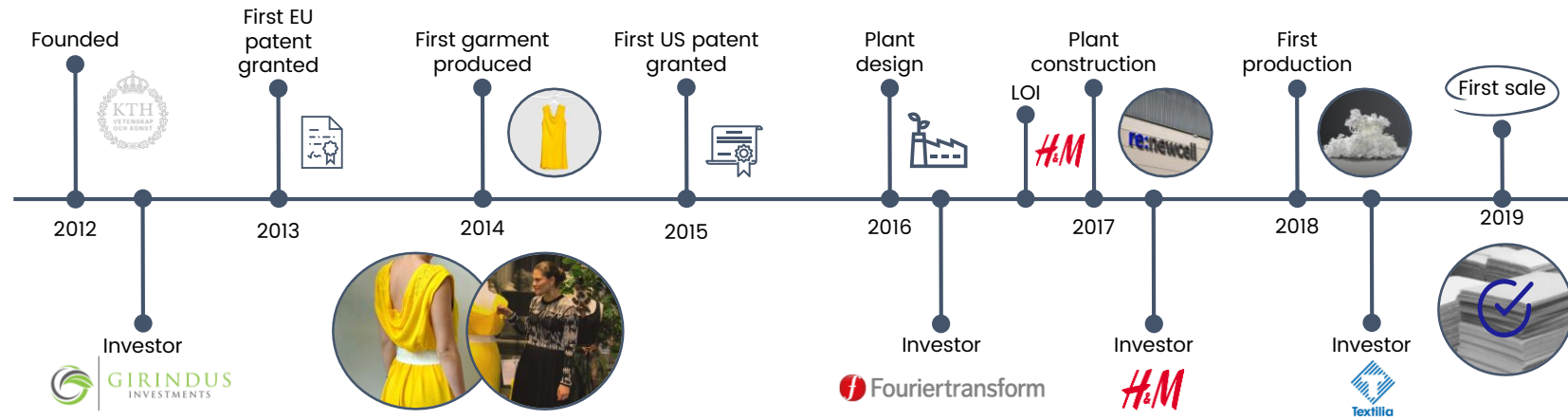
# Overview

re:newcell has developed a patented process for turning cotton and viscose into high quality biodegradable dissolving pulp, from which new clothes are produced to be worn with a clear conscience and minimal negative impact on climate and the environment.

re:newcell provides the first and only scalable completely circular solution for the fashion industry.

re:newcell

## Company timeline



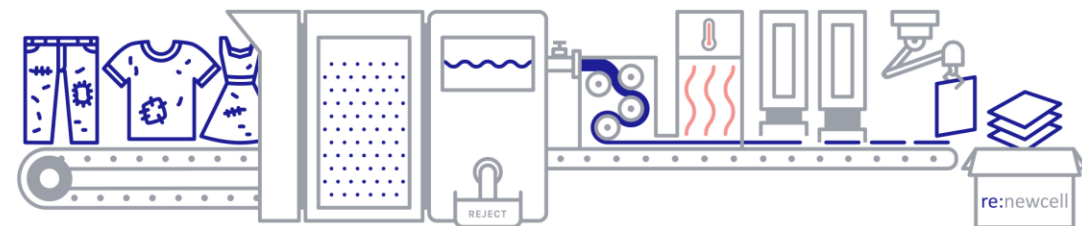
## Media coverage

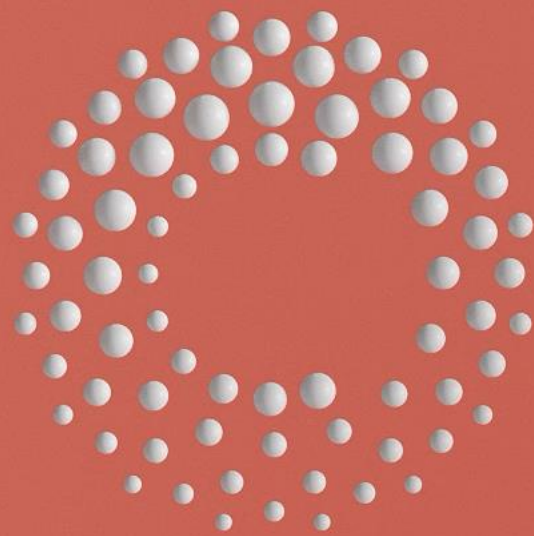


## Awards and recognition

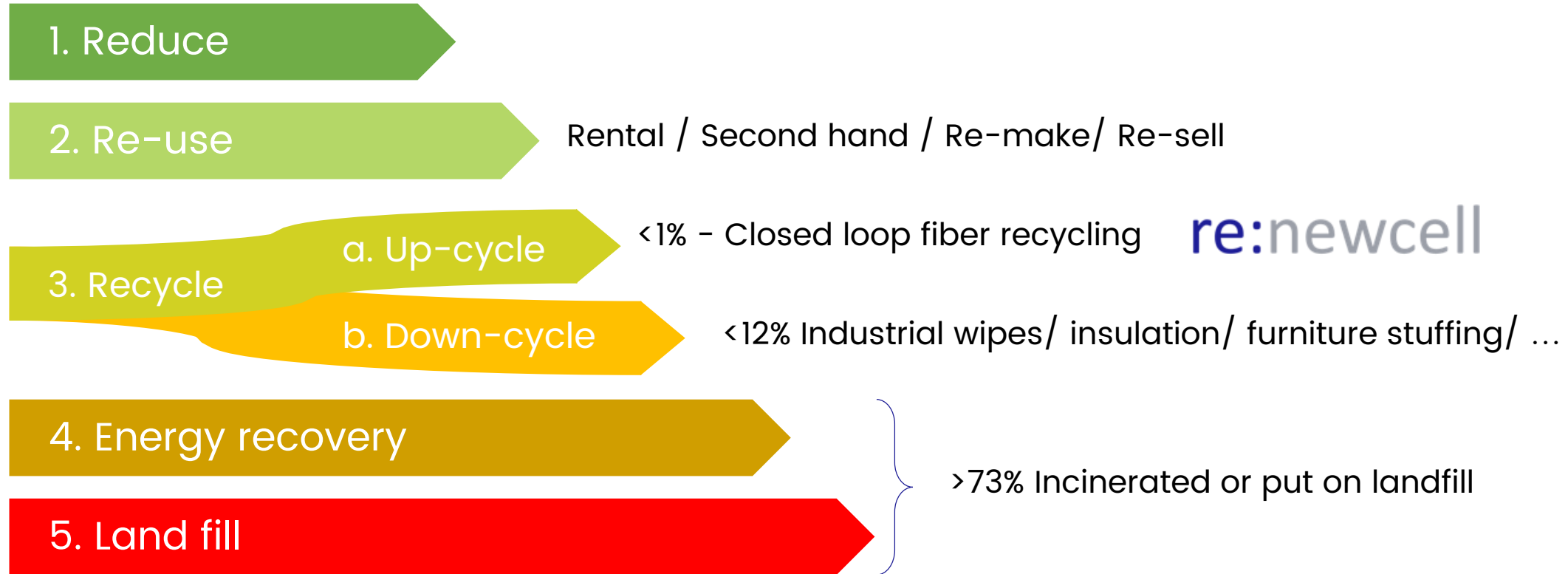


## Key process





# Where we fit in

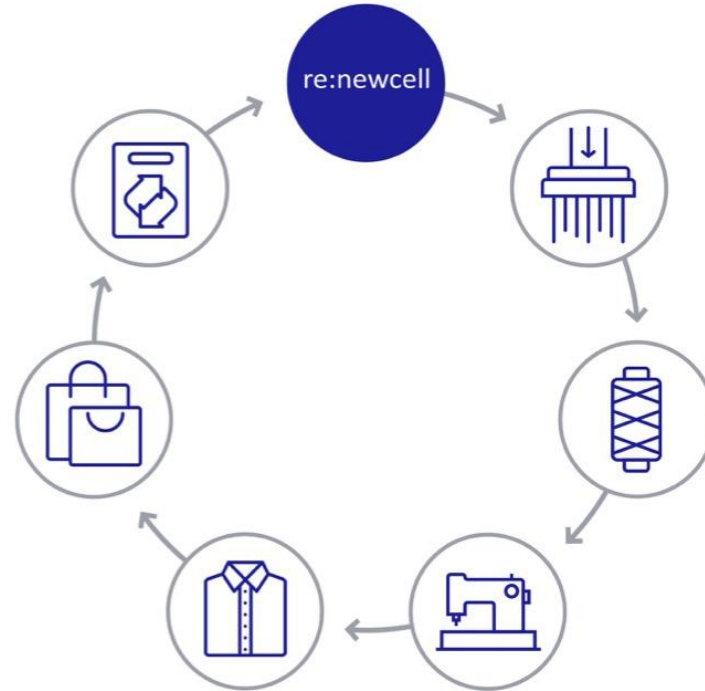
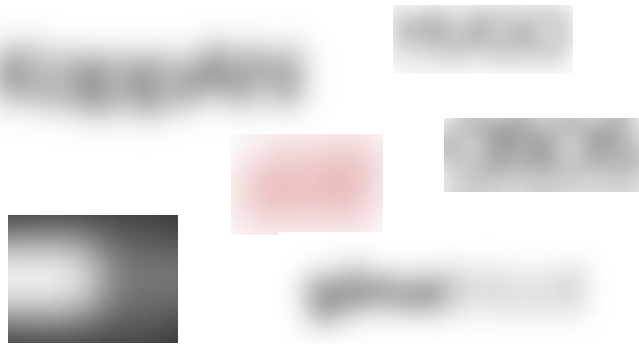


# Raw material supply landscape

## Consumer waste



## Unsold goods



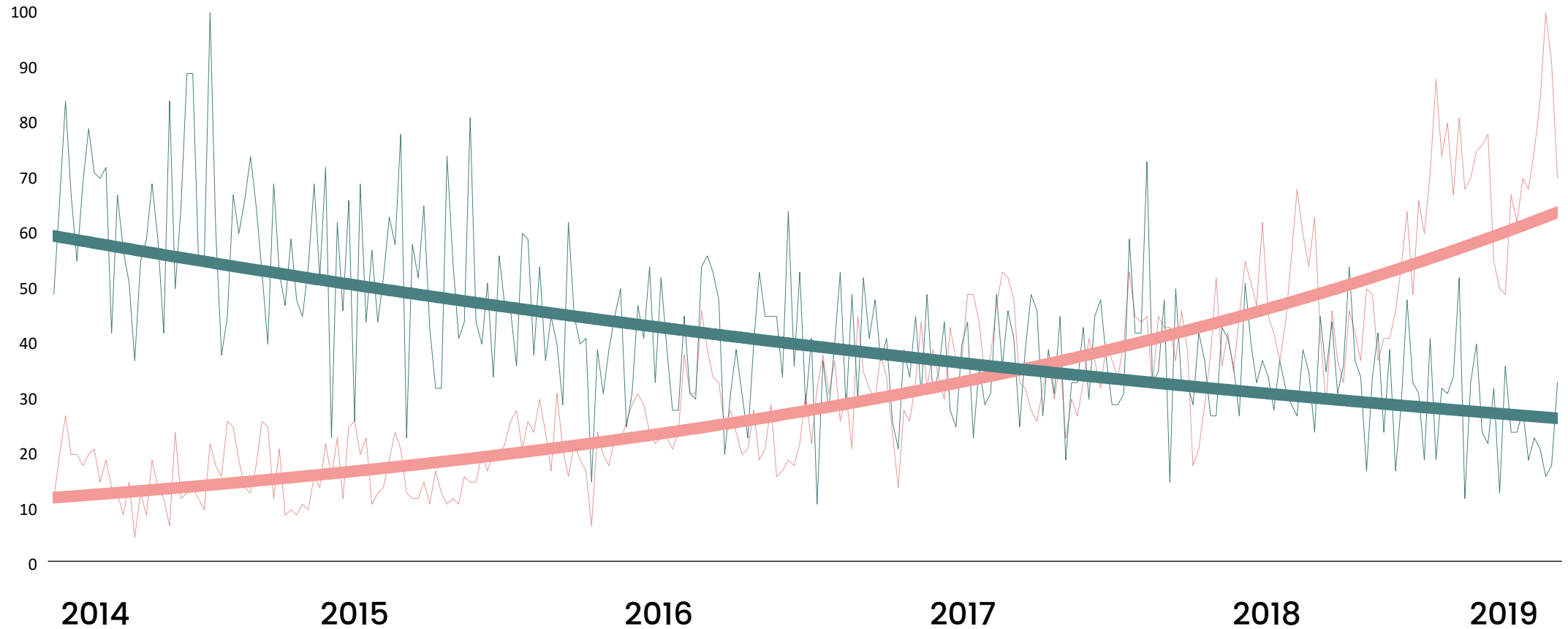
## Production waste



# Google search interest worldwide

”cheap fashion”

”sustainable fashion”





# Leading brands commit to circular materials

## Circular Fashion System Commitment

90

Signatories

213

Targets set

<https://www.globalfashionagenda.com/commitment>

## Examples

**ASOS**  
discover fashion online

"Each year from 2018 - 2020 we will publish external targets for increasing **postconsumer recycled textile** materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020."

Gap Inc.

"By 2020, we will have identified the most promising recycling technologies for postconsumer materials across multiple product categories, and will start **scaling them up** in our supply chain."

**H&M**

"By 2030 we will **use only recycled** or other **sustainably sourced** materials"

**INDITEX**

"At Inditex, we want to close the loop and move **towards a circular economy** – developing a complete and efficient life cycle for our products, in which nothing goes to waste."

K E R I N G  

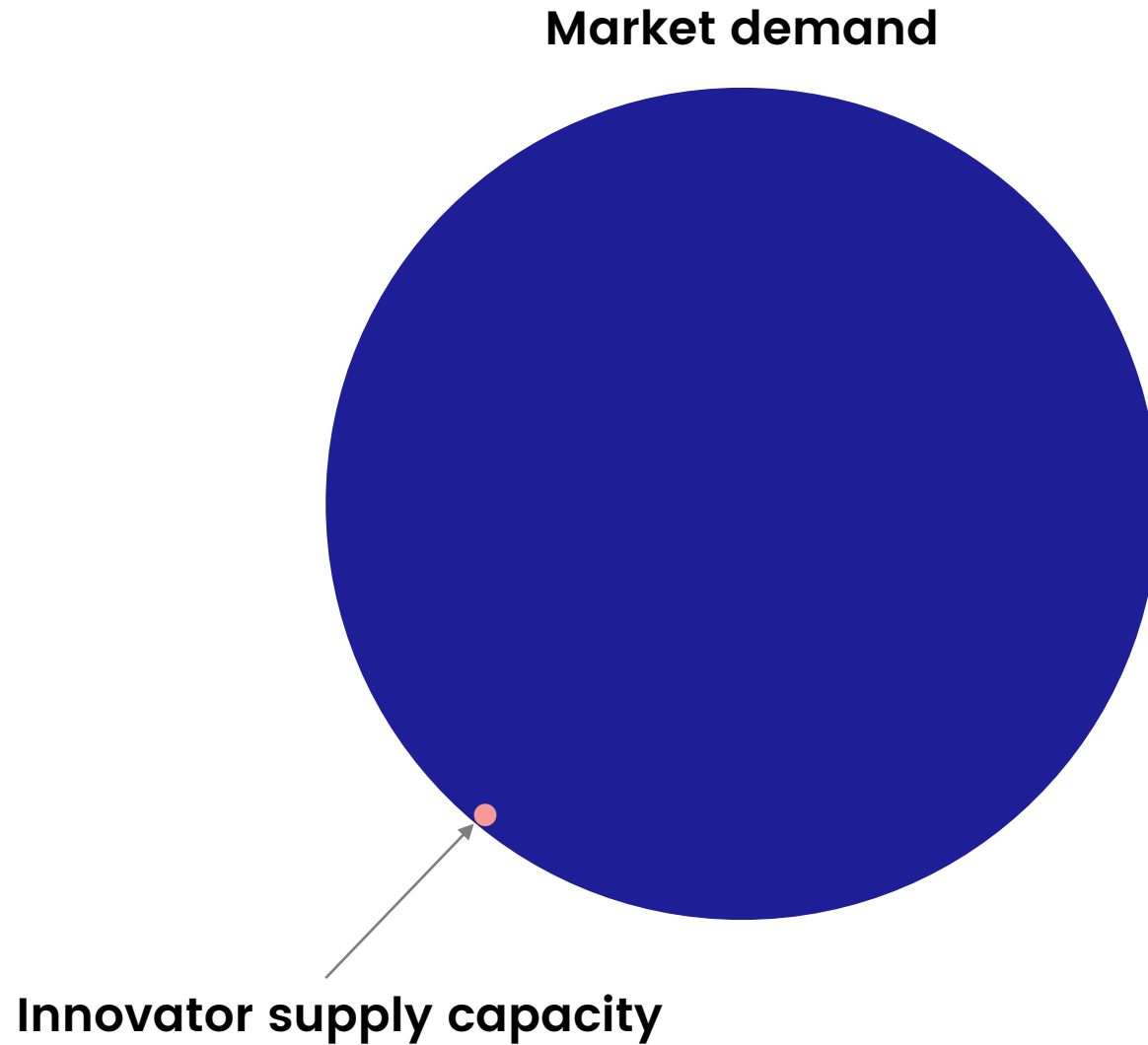

"By 2020, we will have identified the most promising pre and post consumer raw material recycling technologies for luxury and will start **scaling them up** in the supply chain."

# Challenge: scale volume fast

The market is hesitant to accept a new feedstock into large, optimized production lines.

We need to scale capacity fast

re:newcell



## A scalable technology

We will recycle 7,000 metric tons of pulp per year at our existing Kristinehamn plant.

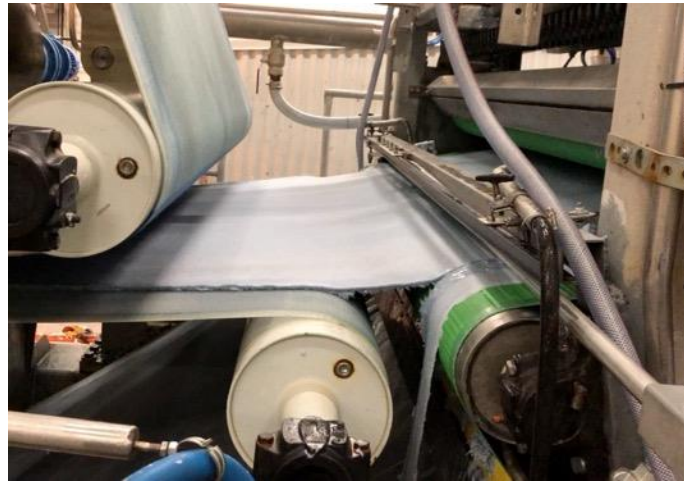
We will build additional, full scale, plants (+30,000 metric tons) in the coming years.

The image shows the exterior of a building with a sign for 're:newcell'. The sign is mounted on a light-colored wall and features the word 're:' in blue and 'newcell' in grey. The building has a dark green corrugated metal roof and a light-colored lower section. The sky is blue with some clouds.

re:newcell



# Snapshots from the plant



2025 Goal

**1 billion**  
garments recycled  
per year





re:newcell

# Thank you

Martin Stenfors

[martin.stenfors@renewcell.com](mailto:martin.stenfors@renewcell.com)

renewcell.com

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