



Thread #4: Autosort in action!

This week we have seen some encouraging developments in materials, in regulations and collaboration. And our team went to Germany to see tech in action and discuss textile circularity with key players at MUNICH FABRIC START.



Jo Eikeland Roald · [Follow](#)

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To use more recycled materials, we need to make them attractive and available

A virgin natural fiber has unique properties and can be optimized through processes that have been optimized for centuries. The possibilities are almost endless: fabrics can be in any pattern, with any color, any weave and any quality. Delivering the same features with recycled fibers, can be challenging. This is why some of the smartest scientists in the world are working to optimize recycling technologies and develop new materials with reduced climate footprints. We're encouraged to see Cone Denim start using Renewcell's Circulose in their products, or the BASF-Inditex collaboration on launching a nylon jacket entirely made from recycled textile waste.

AI and Industry Collaboration fueling Fashion For Good (FFG)

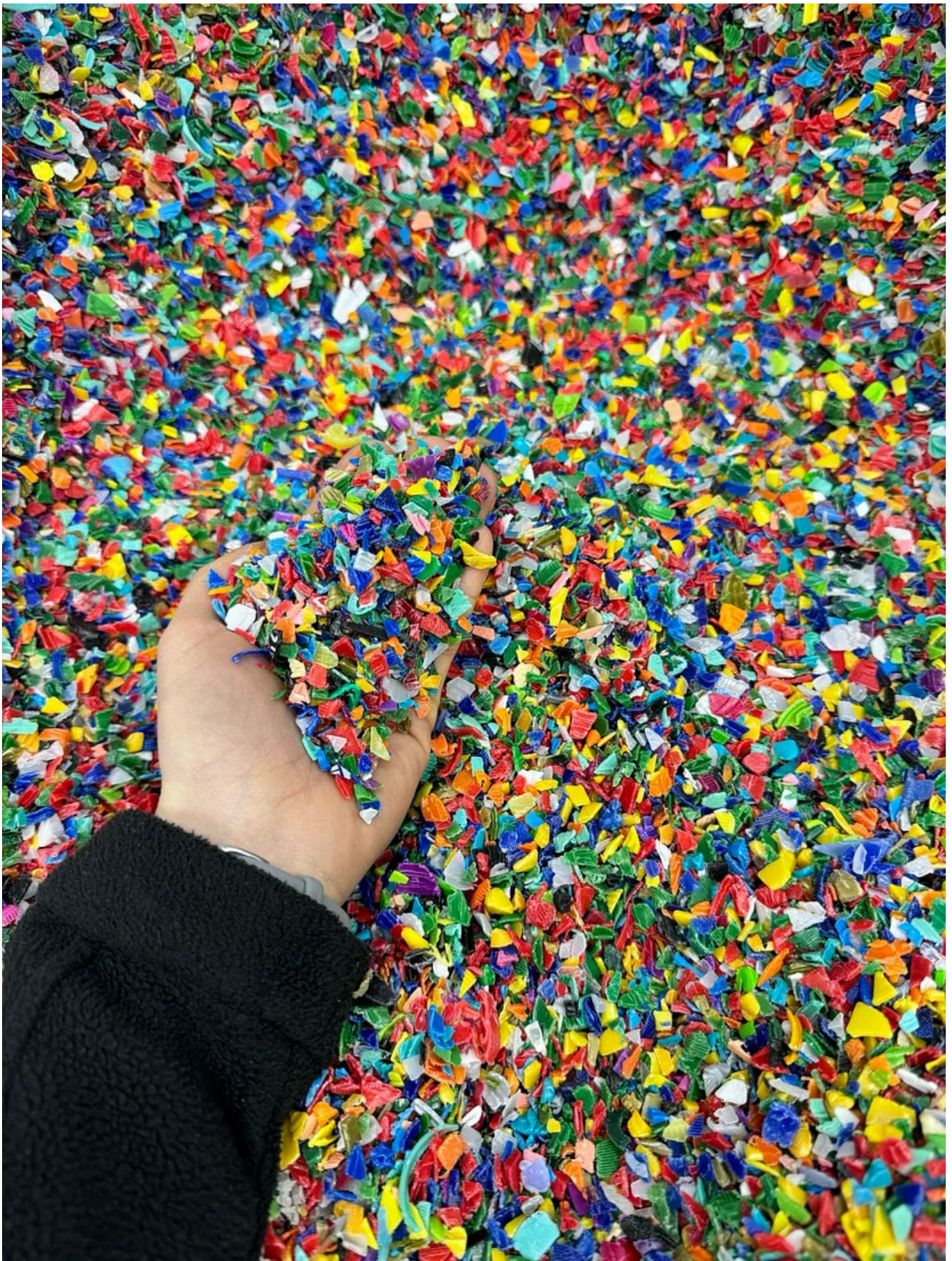
Having closed its museum in Amsterdam and pivoted away from dealing with consumers, Fashion for Good is now focused on supply chain and engaging with industry actors. FFG recently launched its Rewear project, which will last for 18 months and focus on markets like Lithuania, Netherlands, Poland and Spain. The consortium, consisting of numerous fashion and tech brands, plans to deploy AI to address both reuse and recycling challenges.

Autosort in action 1

For anyone exploring the field of textile recycling, one question quickly pops up: what about the shoes? We enjoyed reading this article from India on footwear recycling, and were also thinking about our own experiences with using TOMRA sorting technology with Sneaker Impact in the US . Footwear is challenging to process from an automatic sorting perspective but is often considered part of a textiles category. Will we be able to handle footwear going forward? Results are encouraging, but further research is required. Will shoes be part of an EPR for Textiles?

Autosort in action 2

This week we also had the pleasure of visiting 's tech powerhouse in Mülheim-Kerlich, where our test center is based and where the latest TOMRA technology is developed and tested. Our good colleague Mari posted a great update from the visit.



Plastic sorting is a key application of TOMRA's technology. Here: bottle caps turned into plastic flakes, ready for sorting.

It all comes down to collaboration!

While parts of the team spent time around MK, our Head of Operations Johanna Stemberger went to MUNICH FABRIC START to engage in the Fashion 360 series jointly organized by Kezzler, Trimco Group and TOMRA Textiles. Great discussions and interesting interactions. The F360 concept continues to visit key arenas for textiles and fashion people. We're looking forward to the London event soon!



No green claims for you

Last week, the European Parliament approved the Green Claims Directive. According to Euronews, this means that terms including “environmentally friendly”, “biodegradable”, and “climate neutral” should no longer be used in

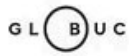
advertising or on packaging without concrete evidence. Interestingly, lawmakers in California seem inspired by the EU in proposing a law banning the “chasing arrows” (recycling icon) to be displayed on clothing and textile products because of the lack of textile recycling in the state.

Autosort in action 3

...which leads to the third and last point on Autosort in action in this edition: we're excited to be working with California Product Stewardship Council, Homeboy Industries, and LA Department of Sanitation and to test TOMRA technology in action at Homeboy Threads, the textile sorting facility serving the local area. Coinciding with California Market Center (CMC) LA Textile conference, in end February, we will be running a live demo gathering people and stakeholders from across the industry. If you're in the LA area, please join us!

Remember: join the webcast on 7 February!

As many will have seen, TOMRA is hosting an event on 7 February with GoCircular where we will present our whitepaper on the textiles industry, and the key enablers as we see them for supporting business creation. In the session you will meet from Cyndi Rhoades of #WornAgain and Circle-8 Textile Ecosystems, Dunja Matanovic of McKinsey & Company, and Vibeke Siljan Krohn from #TOMRAtextiles. The ambition: unpacking the key beliefs that need to be in place to enable textile circularity.



WEBINAR:

**TRANSFORMING TEXTILES:
4 KEY BELIEFS TO ENABLE
TEXTILES CIRCULARITY**

7 FEBRUARY 2024 | 3:00 PM CET

Moderator:



Jo Eikeland Roald
Head of External Relations,
TOMRA Textiles
TOMRA

Speakers:



Vibeke Krohn
SVP, Head of
TOMRA Textiles
TOMRA



Dunja Matanovic
Engagement Manager
MCKINSEY & CO.



Cyndi Rhoades
Co-founder
**WORNAGAIN
TECHNOLOGIES
AND CIRCLE-8**

Sign up for the webcast here: <https://globuc.com/go-circular/textiles-circularity-with-tomra/>

Originally published at <https://www.linkedin.com>.

Circular Textiles

Textile Recycling

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Written by Jo Eikeland Roald


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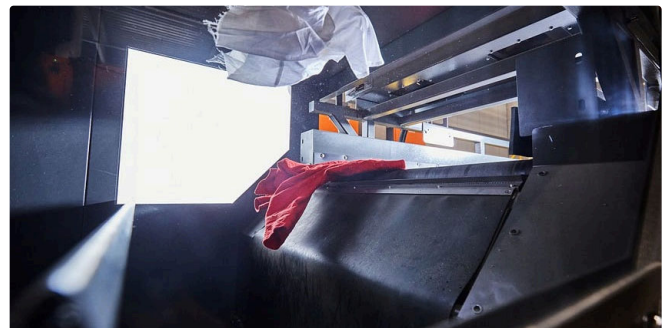



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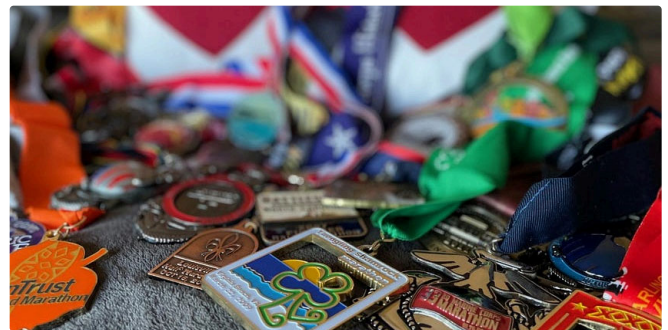
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