

CASE STUDY

FABRIC SOLUTIONS

# RENEWCELL

Renewcell has built the world's first commercial-scale Next Gen dissolving pulp mill for textiles. It uses millions of old jeans and t-shirts, rather than forests, to produce pulp for rayon and lyocell textiles. Renewcell uses 90% less water and five tonnes less CO2 per tonne of product<sup>1</sup>.

Renewcell is at the forefront of fashion's circular economy. They are already expanding production capacity with plans to construct more mills.





# HOW WE DID IT

Canopy connected Renewcell with a major viscose producer and speed-dated that producer with our brand partners, leading to Renewcell's first offtake agreement. That five-year offtake, for two thirds of production, unlocked Renewcell's financing and led to the construction of their first commercial scale mill.



# IMPACT

Compared to conventional wood pulping, Renewcell's system uses no tree fibre – leaving forest habitat and carbon storage intact. Each tonne of Renewcell's Circulose® avoids five tonnes of CO2 emissions compared to dissolving pulp from trees<sup>2</sup>.



# POTENTIAL IF SCALED

More Renewcell mills – and scaled production of other textile-to-textile technologies – enable the fashion industry to stop using high-carbon forests to make fabrics and to reduce waste. They provide a supply chain for used cotton textiles to go back into a circular economy rather than to the landfill.



# GET INVOLVED

## FOR INVESTORS

Investors can help Renewcell to build their next mill.

## FOR BRANDS

Brands can commit to buy MMCF textile products made with Circulose®.

## FOR PRODUCERS

Producers can replace high-carbon wood pulp with Circulose® at their mills and explore potential partnerships to retrofit existing wood-based production facilities.

## CONTACT US

For more information, contact our team at [nextgensolutions@canopyplanet.org](mailto:nextgensolutions@canopyplanet.org)

<sup>1</sup> Based on 2017 SCS LCA  
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