

Afternoon of new insights and presentations on circularity in the textile economy

Telaketju Newsletter August 2023



Greetings from Pure Waste Textiles!

Summer is about to turn into autumn, the operating environment is undergoing a major transformation and the rest of the year seems to be interesting to say the least. As far as the Telavalue project is concerned, there is also an interesting period ahead, a lot of things to do, testing and results from which to learn new things again!

We manufacture recycled products and closed-loop solutions to inspire the change towards a world free of textile waste. Our goal is ambitious and requires a radical change in production and consumption patterns, but we firmly believe that we can achieve significant changes. Together.

Pure Waste manufactures products from 100% recycled fibers. We are a Finnish company that has been working with sustainable fashion since 2013. For us, responsibility means continuously improving our operations by looking at things holistically and sustainably. Whether it's another clothing manufacturer, clothing brand, b2b customer or one of our consumers, we are open and share knowledge to empower positive change. We should understand the downsides of the industry in order to change our consumption habits. By striving for more sustainable solutions, we challenge norms and traditional ways of producing and using textiles.

Pure Waste Textiles Oy has been involved in the Telaketju network from the very beginning, first in the Teki and Telaketju projects and now in the Telavalue project. During this time, we have taken significant steps forward in many areas. It is also noteworthy how much development work is done in cooperation between different actors for the circular economy. The impact of this cannot be overemphasized!

Jukka Pesola

Pure Waste Textiles Oy



Finnish-Swedish Textile Circularity Exchange Days

We would like to welcome you to an afternoon of new insights and presentations on circularity in the textile economy. In October, together with the Swedish School of Textiles, we will organise a webinar in two afternoons on 2–3 October at 14–17. The online event is a great opportunity to learn more about the latest research and various textile circular economy initiatives presented by selected teams from Sweden and Finland.

[Register here](#)

The economic aspects of new circular economy business models have been studied only a little



As a part of Telavalue project, it was investigated how much there is literature regarding circular economy and it's financial aspect. As a result it can be stated, that there is an obvious need for literature that includes financial information regarding circular economy.

[Read more](#)

Companies in Telavalue

Mirka

Mirka Oy is an international company and a part of the Finnish family-owned KWH Group, which exports 97% of its production and sells products in more than 100

Reima

Reima is a world-leading kids activewear brand from Finland. We offer a wide range of clothing, footwear and accessories suitable for all seasons and climates for kids aged 0 to 12 years. Durability, quality

countries. Mirka's business idea is to offer world-class solutions for surface finishing and precision abrasion. Customers' needs are at the core of our operations. Customer-oriented work and continuous development of our operations and expertise enable us to offer customized systems and commercial solutions. They are based on a comprehensive range of abrasion and polishing products with high-class technical properties and machines featuring innovative designs. Mirka's unique concept of textile-based net abrasives provides a completely dust-free abrasion, resulting in higher quality of the outcome and a healthier work environment.

[Read more](#)

and timeless design are our top priorities in product sustainability. In recent years, we have made a remarkable shift towards more sustainable materials in all our collections and we are constantly looking for even more environmentally friendly alternatives. We are strongly committed to improving circularity in fashion which is why we are also participating in Telavalue project. When our products finally reach the end of their life, we hope they can be recycled and become raw material for something new. In Telavalue, we wish to gain more knowledge and know-how of circular economy and recycling of textiles and how to enable closing the loop with correct material and design choices.

[Read more](#)

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Telaketju is an active cooperation network that aims to promote sustainable production, use and circulation of textiles.

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