



## Holiday greetings from Telaketju

This fall working has felt more like it used to before Covid-19. Researchers have started attending events both in Finland as well as abroad. Researchers of Telavalue participated, for example, in [Nordic Circular Summit](#) in Stockholm in November and in [ADDITC textile conference](#) in Aachen in December.

We have also held project meetings enabling face-to-face interaction between consortium members, many of these for the first time. Telavalue, just like many other ongoing research projects, have been prepared, applied and started during the corona restrictions with remote tools only.

The third phase of Telaketju public research, namely Telavalue project, has already passed its first third. Time has flid quickly. Soon some the early tasks will be come into finishing stage, and we will be ready to publish preliminary results, for example, from recycling technology and actor reviews. Follow our webpages and news for these.

The achievements of the Telaketju network and the expertise we have accumulated are also significant internationally. Rester and Lounais-Suomen Jätehuolto participate in the VTT-led EU-funded [tExtextended research project](#). The four-year project was launched in December with the aim of creating a data-driven model for optimising textile cycles and developing technological and digital solutions to make cycles more efficient.

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## Anti-consumption – what is it and how is it going to change consumption?

Anti-consumption of clothing is aimed at improving and extending the life of the existing clothes, so that there is no need to buy new clothes, or dispose of the old clothes until it is necessary. This helps to reduce the production volume of clothes. One way to extend the lifecycle of clothes is to properly care and maintain them.

[Read more](#)

## Companies in Telavalue

### Pure Waste

Pure Waste is a Finnish company breaking new ground in textile recycling. We manufacture and sell yarns, fabrics and garments made from 100% recycled materials. From the very start, providing completely high-quality products made of recycled fibres has been our goal. We're inspired by the deeply ingrained Nordic recycling culture. We want to make the textile industry more ecological, but that won't happen if we don't change our ways. We challenge ourselves to think of better, more sustainable solutions for operations in production, sales and logistics. We question the norms and traditional ways of the textile industry, asking: could things be done differently after all?

[Read more](#)

### Metsä Spring

Metsä Spring is Metsä Group's innovation company. Metsä Group is leading the way in advancing the bioeconomy. The raw material for our products is renewable wood from sustainably managed northern forests. We focus on the growth sectors of the forest industry: wood supply and forest services, wood products, pulp, fresh fibre paperboards, as well as tissue and greaseproof papers. In Metsä Spring we invest expertise and financial resources into initiatives with the ambition to reshape the forest-based bioeconomy, aiming to increase the value for Metsä Group's stakeholders in the long-term.

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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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