Birla Cellulose and Circulose Announce Cooperation Agreement to Advance Circular Textiles

Birla Cellulose, a global leader in sustainable viscose fibre, and Circulose, a leading producer of regenerated textile pulp, have inked a cooperation agreement to jointly accelerate textile recycling initiatives.

Under the proposed agreement, Circulose will supply pulp made with 100% textile waste to Birla Cellulose, to produce and deliver textile fibre products to the value chain. This collaboration is aimed at strengthening the supply chain and ensuring a reliable supply of recycled fibres for sustainable textile solutions.

Emphasising Birla Cellulose's commitment to sustainable sourcing, **Vadiraj Kulkarni, Business Head, Birla Cellulose**, said "Our partnership with Circulose marks a significant step forward in advancing sustainable and responsible sourcing. Through this collaboration, we reaffirm our commitment to delivering high-quality, sustainability conscious fibre solutions that empower our customers and contribute to a circular future"

Underscoring the role of partnerships in advancing circularity, **Jonatan Janmark, CEO, Circulose said** "Over the past year, we have refined our approach to put brands at the centre, with a clear focus on creating offerings that enable mainstream adoption. Achieving this requires closer collaboration with key partners across the value chain. Our partnership with Birla Cellulose is a cornerstone of our strategy, and we're very excited to have them onboard".

This agreement reflects a shared vision to accelerate the transition toward a more resilient, transparent, and sustainable textile value chain.

About Birla Cellulose: The Cellulosic Fibres Business of the Aditya Birla Group is a globally leading sustainability-focused Man-Made Cellulosic Fibres (MMCF) producer.

Birla Cellulose operates 10 sites for pulp and fibre manufacturing that apply environmentally efficient closed-loop technologies including use of recycled materials and enhanced conservation of natural resources. Its five advanced research centres are equipped with state-of-the-art facilities and pilot plants.

Birla Cellulose collaborates actively with its upstream and downstream partners to create a bigger and broader positive impact on the sustainability of its value chain. Visit https://www.livabybirlacellulose.com/

About Circulose: Circulose is a Swedish sustain-tech company has developed a patented process, which enables the recycling of cellulosic textile waste, transforming it into a new

material called CIRCULOSE®. Fast Company named Circulose (formerly Renewcell) one of the World's Most Innovative Companies in 2021 and was a winner of the 2023 World Changing Ideas Awards. CIRCULOSE® was also included on TIME Magazine's list of the 100 Best Inventions 2020. Founded by innovators from Stockholm's KTH Royal Institute of Technology in 2012, the award-winning company's vision s to make fashion circular. To learn more please visit www.circulose.com

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