PRESS RELEASE: 19 September 2018

New materials from the Trash-2-Cash project to be shown for the first time at Dutch Design Week 2018

Trash-2-Cash is a consortium of designers, scientists and industry partners who have been working together to make new high-end materials from waste textiles.

The resulting material prototypes developed during the project and the 6 Master Case ‘stories’ these new materials have been specifically developed for will be exhibited for the very first time during Dutch Design Week 2018, a key date in the design industry calendar.

Trash-2-Cash?
As we all know, one resource that’s becoming more abundant is waste. The idea of recycling textile waste has been popular for decades, but current mechanical methods give poor quality fabrics suitable only for industrial applications, like insulation, and the upcycling of pre-consumer textile waste into products is impossible to scale.

Trash-2-Cash (T2C) proposes a new model where textile waste is regenerated chemically - resulting in new plastics and textiles that are the same quality as new materials, to make products that are industrially replicable and infinitely recyclable.

Come to our showcase at Klokgebouw during Dutch Design Week 2018 and decide for yourselves whether we have been able to make trash in to cash!

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 646226.
The consortium:
Academic and industry designers have been collaborating with scientists and engineers over the last three years to produce these new materials from textile waste. It’s a project that is as much about the way in which these people collaborate as what they have produced together.

The 18 partners from 10 countries are showing **six brand new material prototypes** comprised of new, recycled and recyclable apparel and automotive materials and concepts. We are also sharing a new way of working – **Design-Driven Material Innovation (DDMI)** - outlining how science, design and industry can input into the process from beginning to end.

Trash-2-Cash is a collaboration of the following organisations:

- Aalto University, Finland
- IK4-CIDETEC Technology Centre, IK4 Research Alliance, Spain
- The Copenhagen Business School (CBS), Denmark
- Grado Zero Innovation (GZI), Italy
- MAIER, Spain
- Material ConneXion® Italia Srl, Italy
- Reima, Finland
- RISE Research Institutes of Sweden
- Celanese, Italy
- SOEX, Germany
- SÖKTAŞ, Turkey
- Swerea, IVF, Sweden (from October 1<sup>st</sup> 2018, RISE, Sweden)
- TEKO, Sweden
- Tekstina, Slovenia
- University of the Arts London (UAL), United Kingdom
- VanBerlo, The Netherlands
- VTT, Finland

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About Dutch Design Week:
In October of each year, Dutch Design Week (DDW) takes place in Eindhoven. The biggest design event in Northern Europe presents work and ideas of more than 2600 designers to more than 335,000 visitors from home and abroad. In more than hundred locations across the city, DDW organises and facilitates exhibitions, lectures, prize ceremonies, networking events, debates and festivities.

Exhibition details:
Saturday 20th October – Sunday 28th October 2018
Opening hours: 11:00 – 18:00

Klokgebouw Cultuurhallen
Klokgebouw 50,
5617 AB Eindhoven,
The Netherlands

DDW ‘Basic’ ticket:
€16 ‘early bird’ ticket booked before 20th September from www.ddw.nl/tickets
€18 full price advance purchase tickets
€20 at the door

Students receive a 30% discount. Premium tickets are also available from the DDW website.

Links:
www.trash2cashproject.eu

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NOTES TO THE EDITORS:

18 partners in 10 countries turning textile waste into new high-value products

Trash-2-Cash is an EU funded textile research based project centred around fibre-regeneration in the circular economy. Taking waste and making new fibres is the project mantra. 18 partners across 10 European countries in the fields of science, design and manufacturing collaborate together.

Cotton and polyester, mainly in blends, make up 80 percent of fibres used globally. Both industries present serious environmental problems, many of which are in developing countries. With global textile waste doubling annually in volume in many areas of the developed world, the T2C consortium believe fibre regeneration in tandem with recycling can help to address most of these issues.

The Vision:
The Trash-2-Cash project aims to progress us towards the sustainable textile industry of the future, one that benefits both people and the planet. Growing problems with paper fibre waste from the paper industry and textile fibre waste, originating from continuously increasing textile consumption, is being challenged through design-driven innovation.

“All the clothes that we throw out and fibres wasted in production are actually a valuable resource that we can’t afford to discard. This project gives us the opportunity to challenge that.”

Emma Östmark, RISE Research Institutes of Sweden

Every year we throw away over 3 million tonnes of textiles in the EU28 countries. In this unique collaboration between designers, scientists and manufacturers, the EU-funded Trash-2-Cash project tackles the growing problem of textile waste by thinking through design and developing state-of-the-art fibre recycling methods, to create profitable new high-performance fibres.

Collaboration is Key:
Designers, design researchers, scientists, raw-material suppliers and end-product manufacturers from across Europe make up this cross-disciplinary and cross-sectorial consortium. 18 partners, from 10 countries, are working on this Design-Driven Material Innovation (DDMI) project, where the whole supply chain is represented. Having all of these specialists on board means that new fibres can be spun and woven, knitted or formed into textiles and hard materials, which can then be made into innovative new products.

User Needs First:
The partners are working together to develop state-of-the-art textile recycling technologies to produce new fibres that are ‘designed’ for the kinds of products people want.
"The new Trash-2-Cash fibres will not only be 'made from waste' but will be created to be used appropriately and fully before going into future recycling processes. We're using less harmful processes for people and the environment, and we're designing-in performance so that these fibres offer a full package for consumers and the environment."

Prof. Rebecca Earley, University of the Arts London

Made for Future Recycling:
Together the collaborators are defining material properties and evaluating newly developed eco-efficient cotton fibre regeneration processes and polyester recycling techniques. Novel materials are being constructed in order to generate new textile fibres and other products that will be compatible with the environment for a sustainable future. Prototypes – for high quality fashion, interiors and automotive contexts – are currently being developed to be produced in a realistic test production environment.

New Models:
The T2C team is not just aiming to create amazing new regenerated fibres, it is also pioneering ‘Design-Driven Materials Innovation’ a whole new approach to developing materials. In many ways the team see this as the legacy offer – a model for other creative designers to work in collaboration with science and industry to create sustainable change.

Trash-2-Cash project statistics:

Total budget: 8,928,994.75 €
EU Contribution: 7,933,461.00 €
Duration: 42 months
Start date: 1 June 2015
End date: November 2018
18 partners from 10 countries
9 work packages (WPs)

www.trash2cashproject.eu

FOR FURTHER INFORMATION AND HIGH-RESOLUTION IMAGES PLEASE CONTACT:

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