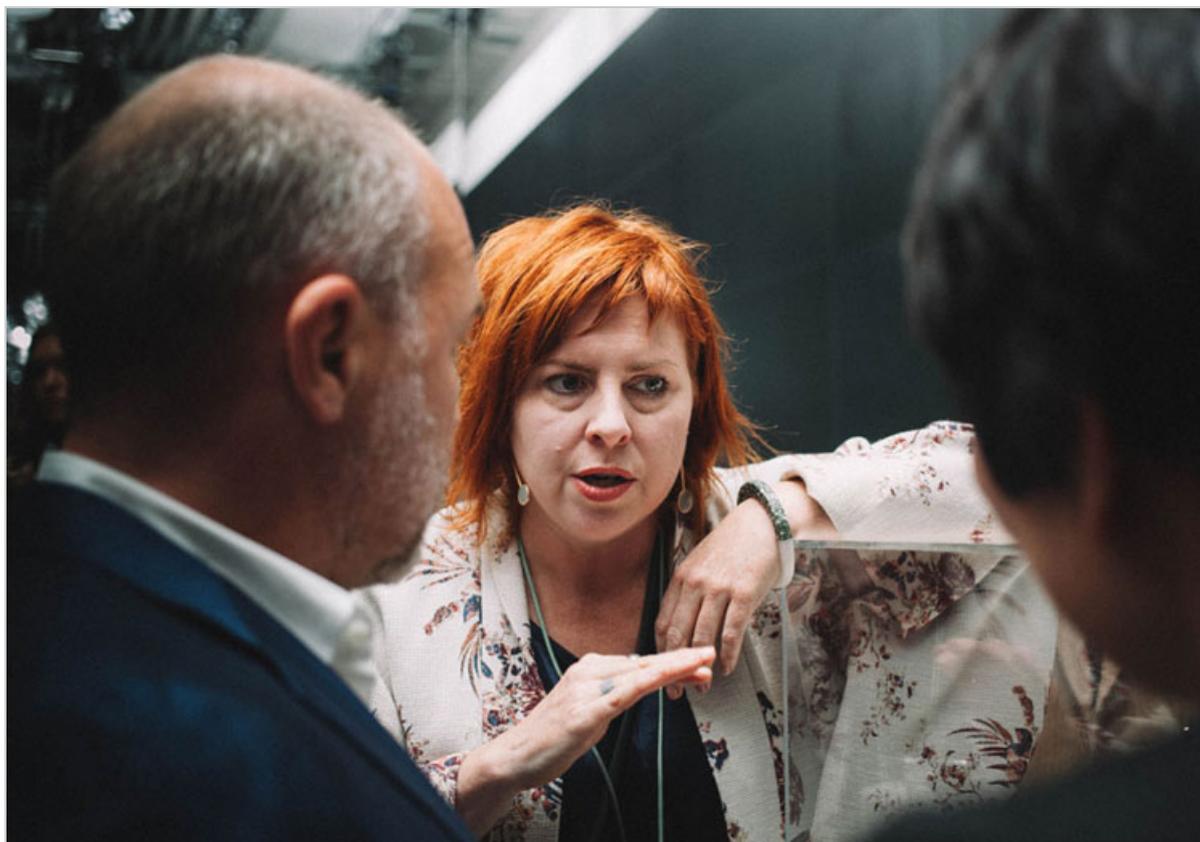


Worn Again CEO recognised for circularity leadership

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Written by [David Styles \(/david-styles.html\)](#)



LONDON

– Cyndi 

Rhoades,

CEO of 

UK-based

Worn

Again

Credit: Worn Again

Technologies, has been selected as a finalist in the Leadership Award Category of The Circular Economy Awards.

Whether or not Rhoades receives the award at the World Economic Forum in Davos in January 21st 2019, this nomination offers up more recognition for a company which has, several times, been celebrated for its innovative work.

Earlier this year, Worn Again Technologies, which it was recently announced are also [finalists of this year's Circular Innovation Challenge \(/2018120523897/shows-events/launch-welcomes-sustainable-start-up-finalists.html\)](#), successfully reached its investment target of £5 million to facilitate the acceleration of its breakthrough polymer recycling technology.

Worn Again's patented process separates, decontaminates and extracts polyester polymers and cellulose (derived from cotton) from hitherto non-reusable textiles; enabling these fibres to be used in the manufacture of new garments an indefinite number of times.

The research institute's innovation would facilitate the separation of both polyester and cotton, thus producing two end products that Worn Again believe to be of comparable quality and price to the equivalent virgin resources.

Its £5 million funding target will now enable the technology to move beyond the lab phase and into the commercial marketplace.

Speaking on why this technology is so badly needed, Worn Again CEO, Cyndi Rhoades, said: “There are enough textiles and plastic bottles ‘above ground’ and in circulation today to meet our annual demand for raw materials to make new clothing and textiles.

“With our dual polymer recycling technology, there will be no need to use virgin oil by-products to make new polyester and the industry will be able to radically decrease the amount of virgin cotton going into clothing by displacing it with new cellulose fibres recaptured from existing clothing.”

The Circular Economy Awards are said to honour those who have demonstrated inspirational leadership in facilitating a shift the journey towards a circular economy.

Rhoades has received the nomination not only for her work in developing a proprietary recycling process, but also for building industry support behind more circular business practices.

Demonstrating this commitment, the Worn Again CEO is one of the apparel industry leaders to have [submitted evidence to the UK inquiry into ‘fast fashion’ \(/2018101923808/labels-legislation-news/uk-fast-fashion-inquiry-gathers-pace.html\)](/2018101923808/labels-legislation-news/uk-fast-fashion-inquiry-gathers-pace.html).

Explaining her motivation for this, she told *Ecotextile News*: “I felt it was hugely important to contribute our views to the parliamentary enquiry to ensure the UK government is overtly aware of the huge leadership position it would be passing up if it did not proactively engage with our technology solution on the brink of industrialisation.

“As a homegrown UK innovation which has never managed to secure government funding yet still succeeded to progress to this stage, we would like to see more active engagement from the government as we commercialise.

“Especially, given the huge and measurable positive impacts our industrial process will bring, not just in terms of solving the problem of textiles waste and plastic bottles to landfill but also the simultaneous benefits of stimulating the economy through jobs and sales of two global commodities, PET (polyester) and cellulose.

“Not recognising the potential and getting involved in the market development phase to understand the right operating conditions for industrial plants in the UK would be foolish. Industrialised chemical recycling technologies for textiles and plastic bottles like ours, which will effectively replace the use of virgin resources, need to be based near the source of ‘feedstock’, i.e. end of use, non-rewearable textiles, many of which are going to landfill or incineration.”

The results of The Circular Economy Awards will be reported by *Ecotextile News* in January.

Web: wornagain.co.uk