

Circulose® named to TIME's list of the 100 best innovations of 2020

Today, TIME reveals its annual list of the 100 Best Inventions that are making the world better, smarter and even a bit more fun.

For 2020's list, TIME solicited nominations both from its editors and correspondents around the world and through an online application process. It then evaluated them on factors including originality, effectiveness, ambition and impact. The results: everything from a smarter beehive to a greener tube of toothpaste to the technology that could catalyze a COVID-19 vaccine. One of the inventions on the list is Circulose®, a dissolving pulp made from old textiles, produced in Sweden by Renewcell.

“People need good news about progress, especially in a year like this. Being recognized by TIME as an invention that is making the world a better place is a great honor for us. I am immensely proud of the Renewcell team for the hard work behind the first commercial launches of clothes made from Circulose® this year. These are important steps on our mission toward making fashion circular.” Says Patrik Lundström, CEO of Renewcell.

See the full list here: time.com/best-inventions-2020

See the international cover of TIME featuring the 100 Best Inventions of 2020 here: bit.ly/3IJM8ss

About Circulose® – a breakthrough circular material for fashion

Ciculose® is a branded dissolving pulp product produced from 100% recycled textiles. Renewcell's customers use Circulose® as a raw material to produce natural biodegradable textile fibers like viscose and lyocell. By replacing virgin textile fibers like cotton with fibers produced from Circulose®, fashion brands can reduce the climate and environmental impact caused by raw material extraction and fashion waste generation significantly.

More information on Circulose® can be found at www.circulo.se

Press Images

<https://www.dropbox.com/sh/xin24m42ygkw1ze/AAC4g44GmxvtADJuKrwT6UE0a?dl=0>

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About Renewcell

Founded by innovators from Stockholm's KTH Royal Institute of Technology in 2012, Renewcell (Re:NewCell AB (publ)) is a multi-award-winning circular fashion company based in Sweden. The company's vision is to lead the way to a sustainable world by producing high quality biodegradable products from recycled textiles.

Through its patented process, Renewcell is able to upcycle cellulosic textile waste, such as cotton and viscose clothes, transforming it into a pristine new material called Circulose®. Renewcell is regularly recognized for its work to make fashion sustainable. Most recently, Renewcell was named finalist in both Fast Company's World Changing Ideas Awards 2020 and Draper's Sustainable Fashion Awards 2020.

Attachments

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