



CIRCULAR ECONOMY STORY

CETI - CENTRE EUROPÉEN DES TEXTILES INNOVANTS

# CETI - Centre Européen des Textiles Innovants

Discover CETI, a textile innovation and applied research centre for the future trends and needs, adapted for the environment.

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**C**ETI is a place Located in Hauts-de-France to **design, prototype, experiment new products and materials for the textile fashion, luxury and retail sector.** One of its major strategic axes is sustainable development. The importance of this implication, for a more virtuous fashion, **makes it possible to palliate the lack of natural resources and the use of toxic products.** Eco-design is also an important focus of CETI services. By accompanying the customers from the upstream to the downstream, CETI enable them to **find technical solutions for more responsible textile collections.** Since 2014, the CETI is demonstrated by developing



new materials of bio-sourced fibers: PLA, (Polylactic acid) polyester from corn or beetroot, polyamid 11 (often associated to nylon) from castor oil (non petroleum-based material) and also a product development to lightening up structures in a less energy consumption while keeping the same mechanical properties.

By **reinventing the end-of-life of a product**, CETI feeds the textile industry with a secondary raw material. In this preoccupation of preserving the resources, this would enable the CETI to lead the way to improve industrial processes to stay at the forefront of technology.

## Textile Industry in France

CETI has been contacted by DECATHLON regarding the cotton sourcing and the rise of the price, up to 17% by 2018. The cotton grown and processes has a bad environmental footprint (pesticides, use of water, high price) but an unequalled quality of softness, **its recyclability give a true added value.**



However, if the sourcing of clothing comes mainly from Asia, the consumer is far more European, where the interests of renew this « *post-consumer fibre* ». This is why CETI is part of a **new projet called « REWIND »** launched in

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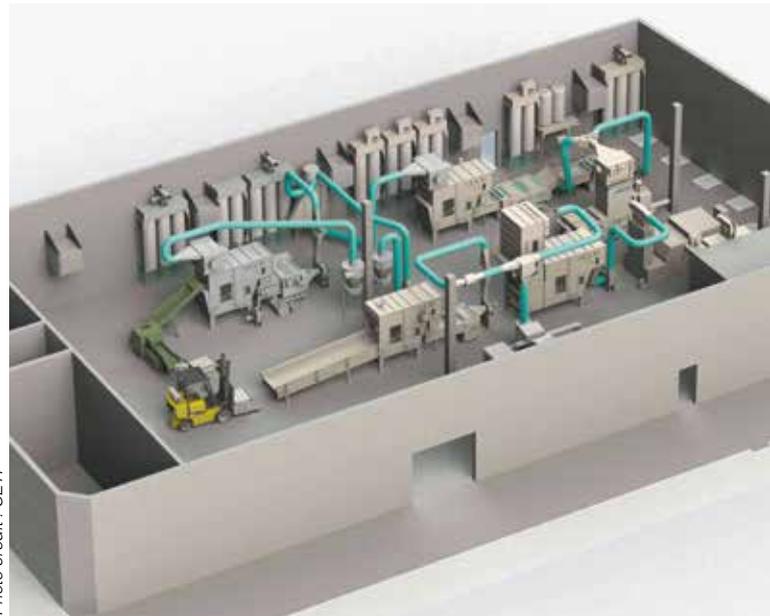


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the beginning of septembre, 2017. The objective of this project is to **reinvent the cotton textiles articles end-of-life to design new line of cotton fabrics more responsible.** A project realised with the assistance of Investissements d'avenir de l'Etat assigned to ADEME and co-financed by la Métropole Européenne de Lille. This project is comprised of a **consortium** which brings together **main actors for the creation of a new Textile industry « recycled » in France.** We can find industrials, TDV INDUSTRIES, DECATHLON and manufacturer of textiles machines LAROCHE, and two actors of research and innovation, le CETI - Centre Européen des Textiles Innovants and Engineer School ICAM.

CETI will host the industrial pilot line of recycling of short fibers on its site located in Tourcoing and will **experiment and prototype a new line of 100% cotton recycled fabrics.** In complementarity of this project, CETI will push the development of new fabrics on fibers blending polyester/recycled cotton. This investment made on this **platform « upcycling », a one of a kind in Europe,** will provide proof of the relevance of a circular economy approach. ■

## FIND OUT MORE

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