Pure Waste

Jukka Pesola
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To create recycled products that inspire change towards a world without textile waste.
History & Milestones

The idea of producing recycled textiles 2010

Pure Waste is born 2013

100% recycled ready made garments 2014

The factory gets ready in India 2016

100% recycled Post Waste garments 2019

Rester Oy was Co-founded

The second factory gets ready in India 2020
Collecting & Sorting Waste

Pure Waste products are made of recycled raw materials. The main raw material - cotton cutting waste - is collected from CMT factories and then sorted by quality and colour.
Recycling

Each quality and colour is mechanically opened back into fibres. The colour of the waste, defines the colour of the final product. No dyeing is needed.
The mechanically opened cotton waste is mixed with recycled polyester fibres.
The mixed fibres are prepared and spun into yarns.
The yarns are knitted or woven depending on the final use of the fabric.
Finishing

Depending on the final use of the fabric, the finishing process can include different things such as: compacting, brushing and washing.
This process includes cutting, making and trimming of the final product.

CMT
Finally we get sustainable good quality garments that use 99% less water and produce 50% less CO2 emissions in the production process when compared to similar products made of virgin materials.
Sustainability

We use only recycled raw materials
We do not use any harmful chemicals

By using recycled materials we have already saved
4 460 139 664 litres of water
2 779 206 kg of CO2-eq
(by end of 2021)

We hold the GRS certification
Social responsibility

The employees at our factory in India

Have work contracts
Are on payroll and paid monthly
We also cover social expenses and some food
Transportation to and from work is provided, as is accommodation when necessary

We hold BSCI and SEDEX certification
Towards a circular economy model

To build recycling and production chains so that we can recycle and further process materials back to textile use at the place they are generated

- Pre consumer - India
- Post consumer - Finland / EU

New business models

- product as a service
- On demand production

Traceability of material and production, as well as environmental and social impact data collection and sharing throughout the life cycles

Be a part of the change where recycled textiles and circular business models are new norm and considered as desired option
What is needed

Simultaneous change of operating models, structures and these interactions, which creates conditions for future sustainable development and well-being. The change is already underway.

Pure Waste fully appreciates and supports the importance of new EU regulations for textile industry.

The most critical issues in terms of regulatory effectiveness:

- Ensure a level playing field through harmonisation, clarity and better market surveillance
- Avoid overlapping, cross-regulation within EU, as well as internationally
- Impact assessment for companies and industry, to secure the competitiveness of European textile industry
- Establish clear support mechanisms for SME’s and decrease burden of bureaucracy
Thank you!

Pure Waste Textiles Oy
Jukka Pesola
jukka@purewaste.com