



RE-ROOT-TEX



THE INNOVATION

Re-Root-TEX is a pineapple waste innovation that uses agricultural waste from pineapple farming and turns it into fibres. These fibres have reduced water use and CO2 consumption, as the plant is not specifically grown for fibre production – the plant would usually be incinerated or go to landfill.

Our specific process of turning pineapple waste into fibres is unique in the sense that it has been specially formulated without chemical interaction.

THE FABRICATION

The first fabrication is a single jersey suitable for t-shirt weight items. To ensure the softness needed, the pineapple fibre is mixed with 40% GOTS organic Cotton.

The next fabrications that will follow are:

- Knit Fabrics like Single Jersey, Pique, French Terry etc.
- Woven Textiles for outerwear and home textiles.
- Vegan Feather Down
- Fully Fashion Sweater Knit
- Denim



THE IMPACT

We have a social and environmental impact through our factory in Bangladesh and worldwide:

- We created more than 100 jobs that empower women and families from low-income areas.
- With the EDUCATION AND NUTRITION PROGRAM we help families feed and educate their children.
- Since 2020 we used 1,018,942Kg Pineapple leaves to produce fibre. They otherwise would have ended up in the landfill or burnt, producing CO2 and CH4.

Supported by:

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57 Mainstrasse
63897 Miltenberg
Germany
Phone: +491788218281
Web: www.re-root-tex.de

Get in touch:
Rony.Khan@re-root-tex.de

