

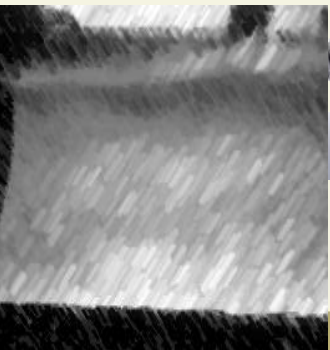
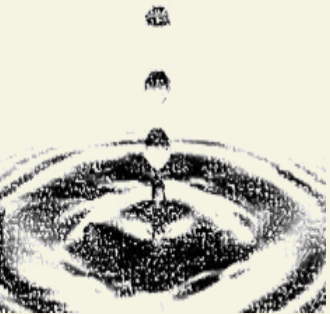
Dutch
WEARness

Design for Reincarnation

Lille, October 21, 2015



What do we do?



Produce 100% recyclable garments

Design supply chains

Develop new business models

Control the circular chain

Create eco-effective innovations



The *circular* economy



Shortage of raw materials



Ecological disasters

A *growing* world population



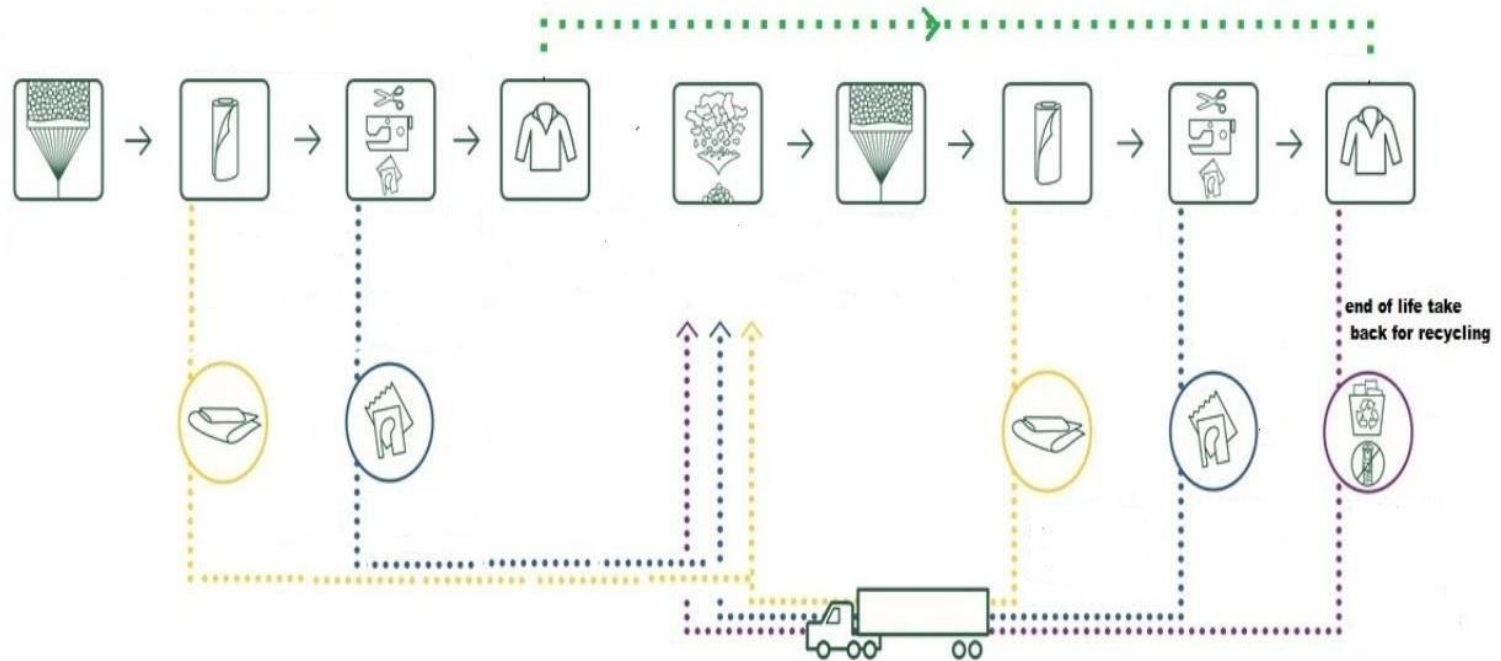
Waste generation

Why did we develop our innovation?

Circular *Content* Management System

Circular Content Management System

Closing the loop





Research & Development

Improving the materials

Assessing different needs for materials

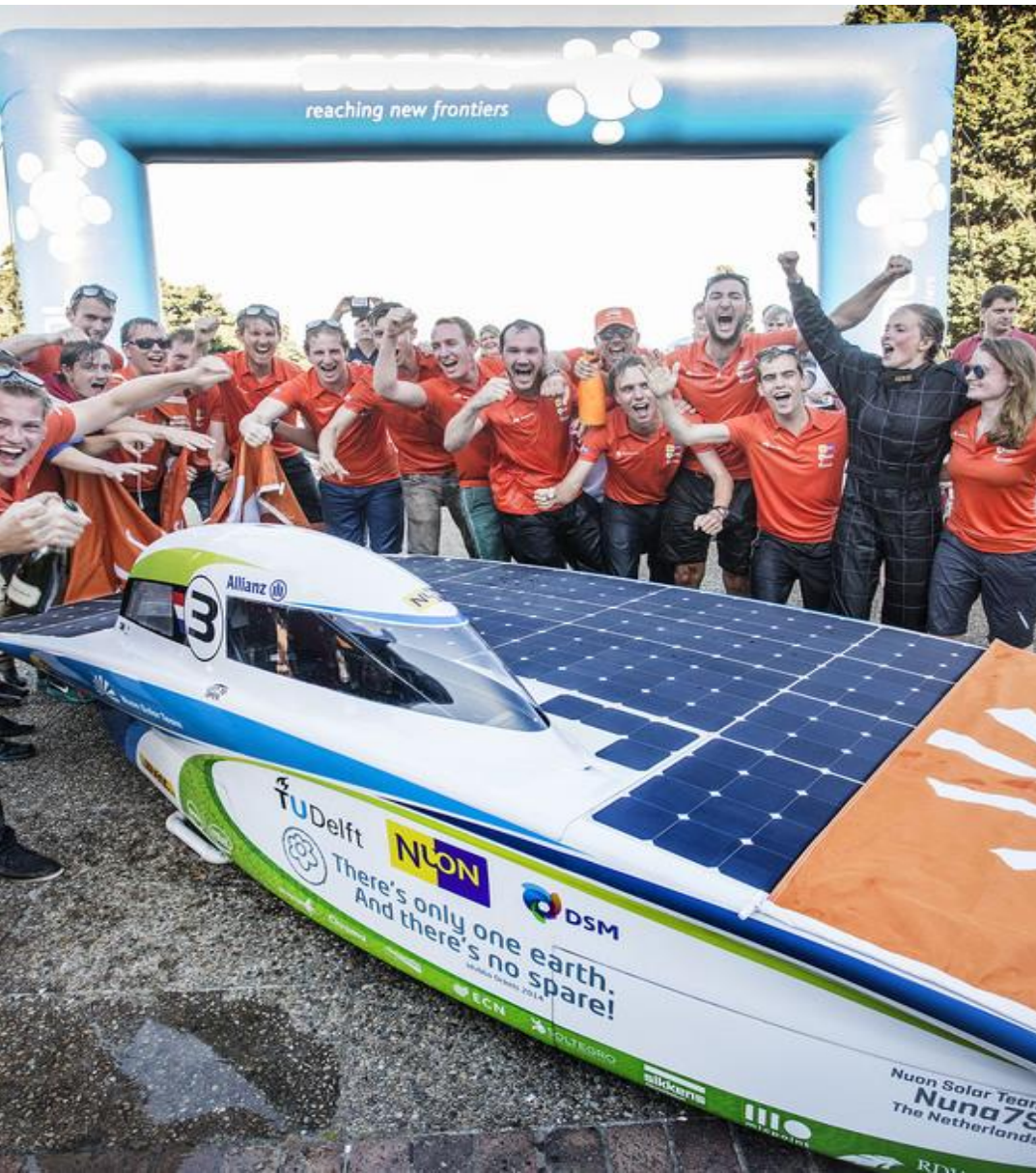
Developing different performances

Pilots
EcoPro Fabrics



Co-funded by the Eco-innovation
Initiative of the European Union

Worldwide *promotion*



Delft University of Technology -
Nuon Solar Team

Bridgestone World Solar
Challenge 2015

Racing through the outback of
Australia on *solar energy*

Customers



Rijkswaterstaat



Secrets to success

- *Translate* an idea into a tangible product / service quickly;
- *Obtain* a very clear vision without having to make heavy plans;
- *Be* a very good listener and learn a lot from the customer;
- *Fail*, and see this as part of a learning process



*The time is
Now....*

REVOLUTIONIZE



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Thank you

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