

COOLMAX®
EcoMade

Bringing New Life to Textile Waste



The LYCRA Company

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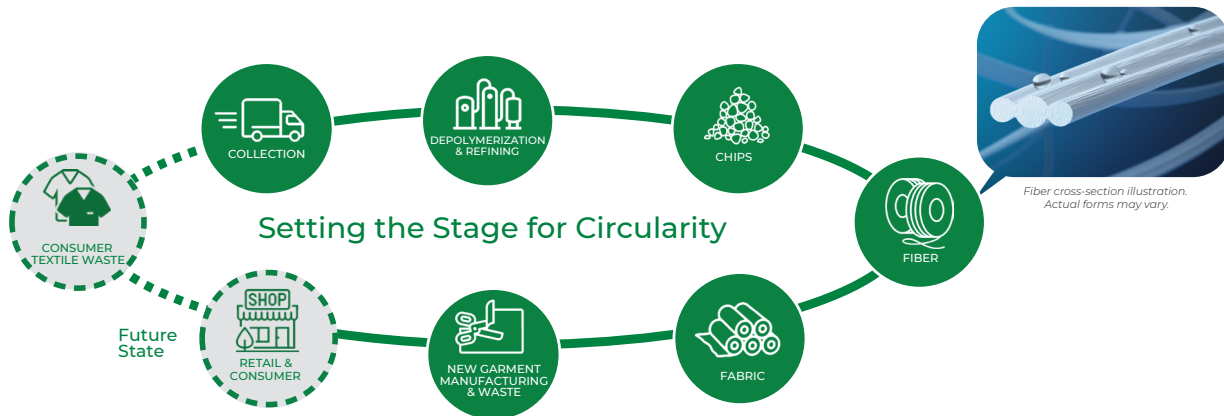


COOLMAX® EcoMade Fiber Made From 100% Textile Waste

Every year, 100B garments are produced and 85% end up in landfills, the equivalent of one garbage truck per second.¹

To help address this issue of textile waste, The LYCRA Company is introducing its first-ever, cooling performance solutions made entirely from manufacturing textile waste. This innovative process utilizes a unique recycling technology to convert textile waste² into fibers, creating a starting point for circularity.

This new offering joins an established range of products under the COOLMAX® brand, including fibers made from recycled PET bottles. Recycling textile waste is another important step to address a critical need in the apparel industry.



Key Attributes

Key Benefits

Made from 100% textile waste

Keeps textile waste out of landfills and reduces CO₂ emissions by 25% vs. virgin counterparts

Specially channeled cross-sections are designed to wick moisture away from the body

Helps keep wearer cool and dry, across all types of garments

Stringent fabric performance testing and certification

Provides quality and in-use performance assurances

Unique recycling process yields fibers with equivalent performance as those made from virgin polymers

Delivers excellent whiteness, vibrant colors and good tenacity

Strong brand recognition

Drives consumer purchase interest with high impact and relevance

Key Garment Applications



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¹ Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future, 2017
² Consists of cutting scraps from garment manufacturers that would otherwise go to landfill, incineration or other low grade uses

