



Hi. We're Reju

Unlock infinite possibilities within finite resources.



Reju was established in November 2023 by [Technip Energies](#), a global technology and engineering powerhouse based in Paris.

Reju is a textile-to-textile regeneration company focused on creating innovative solutions for recycling post-consumer polyester textiles and PET recovered from the waste stream. The company's vision is to create a world designed to last with a mission to develop a closed-loop circular textile system that enables textiles to be recirculated, eliminating the traditional linear model of disposal.

Recognizing the challenges of the current textile industry, Reju is establishing a circular textile system of partners to build an end-to-end textile system. This system is intended to ensure that textiles are continually regenerated rather than discarded, building and supporting a circular economy.

Reju is led by CEO **Patrik Frisk**, who has more than 30 years' experience working in the apparel and footwear industries for globally recognized brands including Under Armour and VF Corporation (The North Face, Timberland, JanSport), the Aldo Group and W.L Gore & Associates, the makers of Gore-Tex and **Alain Poincheval**, COO formerly a senior executive with Technip Energies and began his career with them in 1987. During this time Alain held several senior positions including project and consortium director at Technip Energies for Total E&P Angola project and in 2017 was appointed senior vice president for the Paris business unit.

Reju's team is composed of leading engineers, scientists, and textile experts based in Europe and North America.



2019

IBM announces VolCat process which turns end-of-life PET into a renewable resource

2021

Technip Energies, IBM and Under Armour form joint venture to advance the possibilities of plastics recycling technology

2023

Technip Energies creates Reju™, an innovative polyester textile regeneration company

2024

Reju™ opens Regeneration Hub Zero in Frankfurt

2026

FID Regeneration Hubs 1 and 2

Technologies and Regeneration Hubs

Using proprietary technology originating with IBM research, Reju is creating a new circular system and infrastructure for recovering, regenerating and recirculating textile waste, at scale, starting with polyester.

The combination of expertise from the team Reju has recruited, and proficiency of Technip Energies enables Reju to expand at an unprecedented speed and scale.

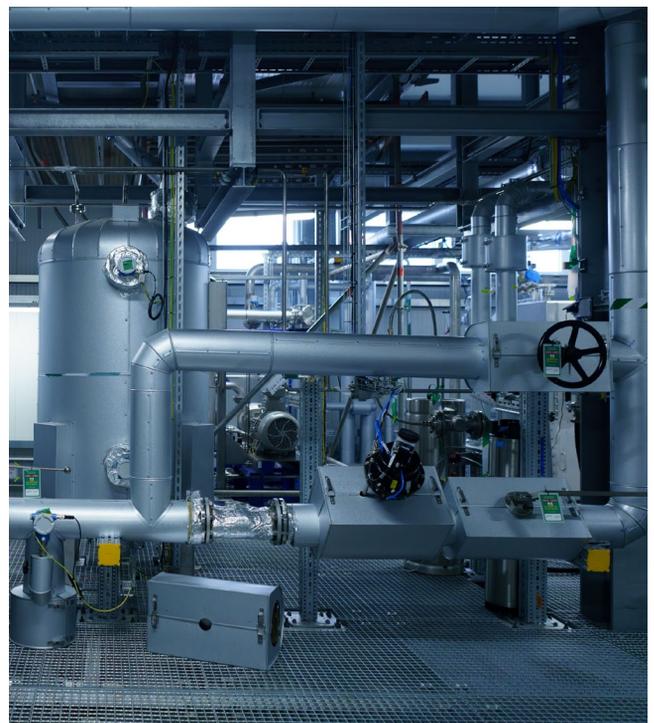
Reju will guarantee textile-to-textile traceability from textile waste that would otherwise be buried, burnt or

dumped. The product - Reju Polyester - has a 50% lower carbon footprint than virgin polyester. Reju is committed to bringing products to market that are demonstrably cleaner and can be regenerated infinitely.

Its pilot Regeneration Hub in Frankfurt, Germany, where the innovative process and technology is being advanced. In May 2025, Reju selected the Chemelot Industrial Park in Sittard, Netherlands for its first industrial scale Regeneration Hub, a leading European industrial park and innovation hub.

Regeneration Hub One, with a production capacity of 50,000 tonnes, aims to accelerate Reju's path to build a circular system for textile waste regeneration at scale and enables Reju to leverage existing infrastructure and industrial synergies to scale its operations efficiently.

Reju is engaging with manufacturers, brands, recyclers, and other stakeholders across the textile value chain to collaborate on transforming the industry into a more sustainable and circular system designed for long-term resilience.



Strategic Partnerships

From global leadership to on-the-ground infrastructure, Reju is scaling textile-to-textile regeneration at a pace the industry hasn't seen working with established global partners that share a common goal. These include:

- **Goodwill, Reju, and WM announce North American textile recycling initiative** (October 3, 2024): A multi-year plan to collect, sort, reuse, and recycle textiles, directing non-resalable fibers to Reju's future U.S. regeneration facility.
- **Reju partners with Cibutex to establish a circular textile ecosystem** (October 27, 2024): Collaboration to secure post-consumer business textile feedstock for regeneration at Reju's Frankfurt Hub Zero.
- **Reju and Nouvelles Fibres Textiles collaborate to expand France's textile-waste infrastructure** (November 25, 2024): Partnership to boost textile collection and processing capacity with full traceability for regeneration.
- **Reju partners with Italy's Rematrix to secure sustainable textile sourcing** (April 15, 2025): Agreement to source compliant, end-of-life textiles for its regeneration hubs.
- **Reju announces strategic partnerships with Utexa (Central America) and Antex (Europe)** (April 29, 2025): Collaboration to validate and adopt Reju Polyester in commercial multifilament yarns.
- **Reju selects Chemelot Industrial Park in the Netherlands for Regeneration Hub One** (May 20, 2025): Site chosen for its first industrial-scale facility, designed to regenerate 300 million garments annually.
- **Reju and Circle-8 Textile Ecosystems partner on UK textile recycling expansion** (July 17, 2025): Joint effort to drive large-scale textile recycling initiatives in the United Kingdom.

About Reju

Reju is a materials regeneration company focused on creating innovative solutions for recycling polyester textiles and post-consumer PET waste. Owned by Technip Energies and utilizing technology originating with IBM Research, Reju is driven by its purpose to unlock infinite possibilities within finite resources. The company aims to establish a global circular textiles system to regenerate and recirculate polyester textiles.

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