

Madrid, Spain. October 27th 2025

RECOVER™ JOINS T2T ALLIANCE

Madrid-headquartered materials science company Recover™, a global leader in mechanical cotton recycling, has officially joined the T2T Alliance, a coalition of advanced textile recyclers advocating for progressive policy action to accelerate circularity in the textile industry.

The T2T Alliance, which already includes Circ, Circulose, RE&UP, Syre, and Samsara Eco, aims to ensure that textile-to-textile (T2T) recyclers are recognized and supported within the EU policy framework. The Alliance serves as a hub for advocacy, collaboration, and joint action, ensuring recyclers' expertise helps shape future legislation.

As one of the world's largest producers of mechanically recycled cotton, Recover™ brings extensive global experience to the Alliance, with recycling facilities in Spain, Pakistan, Bangladesh, Vietnam, and El Salvador. Recover™ contributes technical expertise in producing a recycled fiber at scale, along with a proven track record of bringing sustainable innovation to the global market.

"Joining the T2T Alliance is an important step in advancing our mission to make circular fashion a reality at scale. Collaboration is essential to unlocking true textile-to-textile recycling, and by joining forces with other industry leaders through the Alliance, we can help shape the policies and standards needed to accelerate circularity across the textile value chain."

– Anders Sjöblom, CEO, Recover™

Despite the essential role of textile-to-textile recyclers in effective policymaking, their perspective has been underrepresented in policy discussions. The Alliance aims to drive policy change that supports a sustainable textile industry, while providing policymakers with insights into the real-world impact of sustainability legislation. Its goal is to make textile circularity a non-negotiable pillar of EU policy.

The Alliance's role includes:

- Advocating for textile-to-textile recyclers' perspectives in EU legislation.
- Removing barriers that hinder the growth and scalability of the T2T industry.
- Supporting the development of legal requirements mandating T2T recycled content and recyclability in new textile products under the Ecodesign for Sustainable Products Regulation (ESPR).
- Promoting a closed-loop textile recycling approach, including post-industrial, pre-consumer, and post-consumer waste streams.

Recover's entry into the T2T Alliance comes at a pivotal moment, as several legislative initiatives are set to reshape the European fashion landscape, including the Ecodesign for Sustainable Products Regulation (ESPR), the Circular Economy Act, the revised Waste Framework Directive introducing mandatory Extended Producer Responsibility (EPR) for textiles, and the rollout of Digital Product Passports (DPPs) to enhance transparency and traceability.

Traceability of recycled materials will be a key focus for Recover™ within the Alliance. As brands and consumers become increasingly aware of misleading claims around recycled content, establishing a truly transparent and traceable textile supply chain has never been more critical. Strengthening traceability will enable genuine textile-to-textile circularity, help prevent counterfeiting, and curb inflated recycled content claims, ensuring that sustainability declarations remain credible and verifiable.

"At Recover, we joined the T2T Alliance because it is essential that policymakers hear the voice of textile-to-textile recyclers when shaping regulations that will drive circularity and competitiveness in our industry. By supporting and contributing to the Alliance, we can help ensure that our sector has the visibility it needs among policymakers and key stakeholders."

– Ana Rhodes, Head of Sustainability, Recover™

The Alliance is facilitated by 2B Policy, a consultancy that supports businesses in navigating complex regulatory landscapes.

About Recover™

Recover™ is a leading materials science company and global producer of low-impact, high-quality recycled cotton fiber and cotton fiber blends. Its premium, environmentally friendly, and cost-competitive products are created in partnership with the supply chain for global retailers and brands, offering a sustainable solution to enable large-scale sustainable change in fashion through business value and inspiration. Backed by recent investment from STORY3 Capital and Goldman Sachs, Recover™ is on a mission to scale its proprietary technology to make a lasting positive impact on the environment and partner with brands/retailers and other change-makers to meet the industry's sustainability targets.

For more information, contact us at press@recoverfiber.com, visit recoverfiber.com and follow [@recoverfiber](https://twitter.com/recoverfiber) on social media.

