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# Recover™ and TextileGenesis™ launch pilot to verify supply chain integrity of recycled materials

**Collaboration demonstrates digital traceability for recycled cotton and polycotton blends, linking material origin to final garment, and enabling credible circular claims.**

Recover™, a global producer of recycled cotton and cotton-blend fibers, has commenced a traceability collaboration with TextileGenesis™, a Lectra company, to digitally track its recycled waste materials across the entire textile value chain.

The collaboration focuses on tracing Recover's recycled cotton and polycotton inputs from fiber production through to finished garments. Two representative styles were selected to test the platform across different supply chain configurations. TextileGenesis Fibercoin™ technology was used to generate digital tokens for every kilo of material, creating a verified chain of custody at each transformation stage.

The pilot marks a significant milestone in Recover's circularity roadmap, demonstrating how digital traceability can validate recycled content, drive supplier participation, and enable regulatory compliance, particularly in preparation for the EU Digital Product Passport (DPP). This pilot with Textile Genesis' traceability solution intends to complement Recover's existing physical tracer and GRS certification, adding another layer of traceability and transparency.

Following the industry pilot, Recover™ and TextileGenesis™ have the intention to collaborate on implementing full fiber-to-retail traceability for Recover™ recycled fibers across the entire textile supply chain.

## Traceability as a foundation for circularity and regulatory readiness

Fiber-to-retail traceability will enable Recover™ and its brand partners to access a verified digital chain of custody. This includes authenticated recycled content claims, integration with physical tracer audits where relevant, and visibility into supplier ESG credentials across the chain.

*"Traceability plays a foundational role in validating circularity claims and preparing for regulations like the EU Digital Product Passport," said Orsolya Janossy, Senior Sustainability Manager at Recover™. "This pilot will enable us to test the TextileGenesis system in real-world conditions. It will provide our brand partners with verified data to support responsible sourcing, product-level disclosures, and credible circularity claims."*

## Delivering scalable traceability through supplier enablement and platform excellence

Recover's supply chain partners are onboarded to the TextileGenesis™ platform with multilingual training and full technical support. Suppliers conducted transactions using robust Fibercoin™ technology modules—resulting in a complete, transparent digital footprint for each unit produced. TextileGenesis'ability to deliver structured onboarding, localized guidance, and responsive support was a key success factor.

The seamless coordination across multiple tiers and regions showcases Recover's leadership in operationalizing traceability at scale—transforming a complex global supply chain into a fully transparent system. This is a meaningful step forward for circular fashion, proving what's possible when technology, sustainability, and cross-industry collaboration come together.

*“Recover™ is demonstrating how traceability can be embedded into circular business models—not just to validate recycled content, but to create the verified data infrastructure needed for regulatory compliance and brand accountability,” said Amit Gautam, Founder & CEO of TextileGenesis™. “This sets the foundation for scalable, digital traceability across the recycled fiber ecosystem.”*

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#### 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 achieve circular fashion for all. As a fourth generation, family-owned company, and 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.

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#### About TextileGenesis™

Founded in 2018, TextileGenesis™, a Lectra company, provides a Software as a Service (SaaS) platform that enables fashion brands and sustainable textile manufacturers to ensure a reliable, secure and fully digital traceability of their textiles, from the fiber to the consumer, and thereby guarantee their authenticity and origins. The platform provides traceability for textiles, leather and footwear, employing fiber forwards traceability for sustainable and certified materials and Supply Chain discovery approach to traceability for conventional materials.

Its innovative traceability mechanism, which addresses both ends of the textile value chain, as well as its network of partners for material certification, and its technology platform guarantee the exchange and tracking of reliable and secure data throughout a material's life cycle. TextileGenesis platform also identifies and flags supply chain compliance/legal risks across the value chain from tier 1-4 for brands.

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#### About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by fully integrating CSR (Corporate Social Responsibility) into its global strategy.

The Group offers industrial intelligence solutions that facilitate the digital transformation of the companies it serves. With its SaaS software, cutting equipment, data analysis solutions and associated services, Lectra helps its customers push boundaries and unlock their potential. The Group is proud to state that its 3,000 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

Founded in 1973, Lectra reported revenues of 527 million euros in 2024. The company is listed on Euronext, where it is included in the following indices: CAC All Shares, CAC Technology, EN Tech Leaders and ENT PEA-PME 150.

For more information, please visit [lectra.com](http://lectra.com)

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