RUBYLAB Europe

Recycling Unrecyclable Textiles

An entirely new decentralised system and circular value chain for polyamide elastomer swimwear, activewear and performance apparel.

September 2026


An estimated €12 billion of stretch sportswear is currently landfilled or burnt by the EU resulting in considerable pollution. From 2028 all brands will be financially responsible for the waste management operations of their products.
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RubyLab Background

After 30 years in swimwear, activewear and product development, Jo could no longer ignore the growing mountain of stretch textiles being sent to landfill. The very products Jo had spent her career creating were durable and valuable, yet had no viable recycling solution at end of life.

During the pandemic, Jo began searching for a way to recycle polyamide stretch fabrics and close the loop on one of fashion's most difficult waste streams, so she applied for funding to solve the problem. Early chemical solutions proved too expensive, too carbon-intensive and ultimately unable to deliver the impact the industry needed.

Despite setbacks and disappointments, giving up was never an option. By moving away from chemical recycling and exploring a different approach, Jo began to see the potential for a cleaner, lower-carbon solution.

The idea transformed when Jo met Miquel Lloveras through the Reimagine Textile programme in Catalonia. Combining her experience in textiles, circular design and market need with Miquel's 27 years of expertise in polymers, machinery and industrial processes created the foundation for a truly scalable business.

Today, the RubyLab team has developed a compact, practical recycling technology designed to recycle high-value materials from unrecyclable stretch textiles. RubyLab are creating a circular manufacturing opportunity that can reduce waste, cut carbon, create skilled jobs and generate attractive returns for brands and investors.



Jo Godden CEO



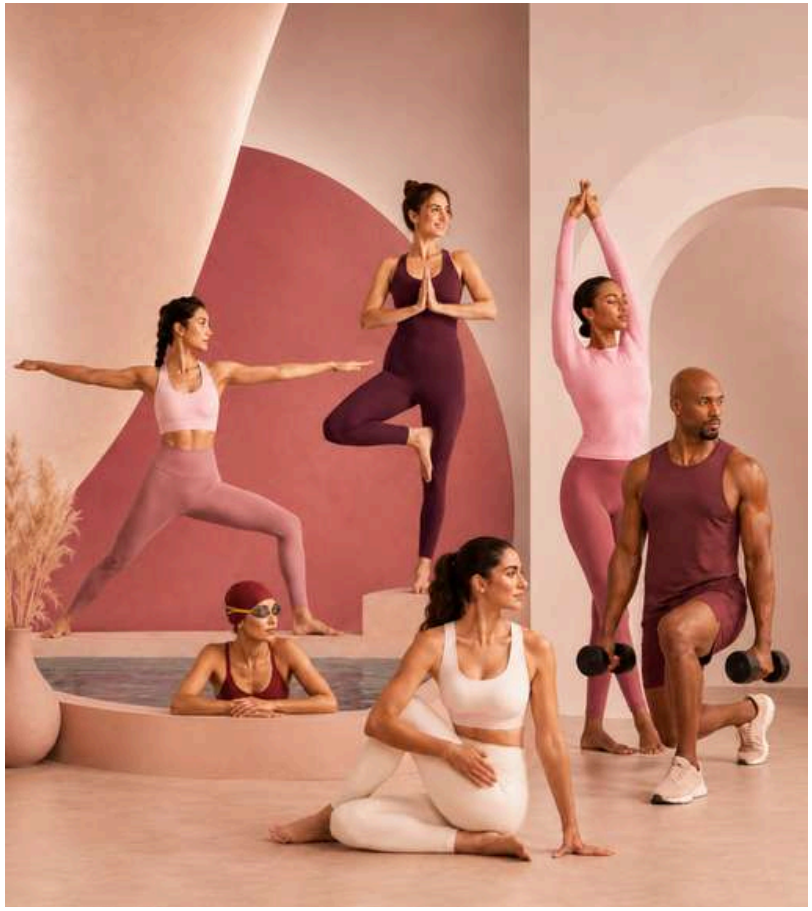
Miquel Lloveras
CTO

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Stretch Sportswear Rising Volumes

Demand for stretch textiles continues to rise: global elastane production is projected to grow from 1.49 million tonnes in 2026 to 1.96 million tonnes by 2031, representing a CAGR of 5.63%* This is equivalent to an estimated 12–19 million tonnes of finished stretch-blend fabric annually by 2029–2030.

Polyamide elastane blends are engineered for performance: fibres stretch and snap back into shape, holding fit through squats, swims, lifts and repeated washing, while their tight knit wicks moisture and reduces chafing. This is why the blend has spread from sportswear into medical garments and bridges sportswear and everyday fashion, moving from gym to street.



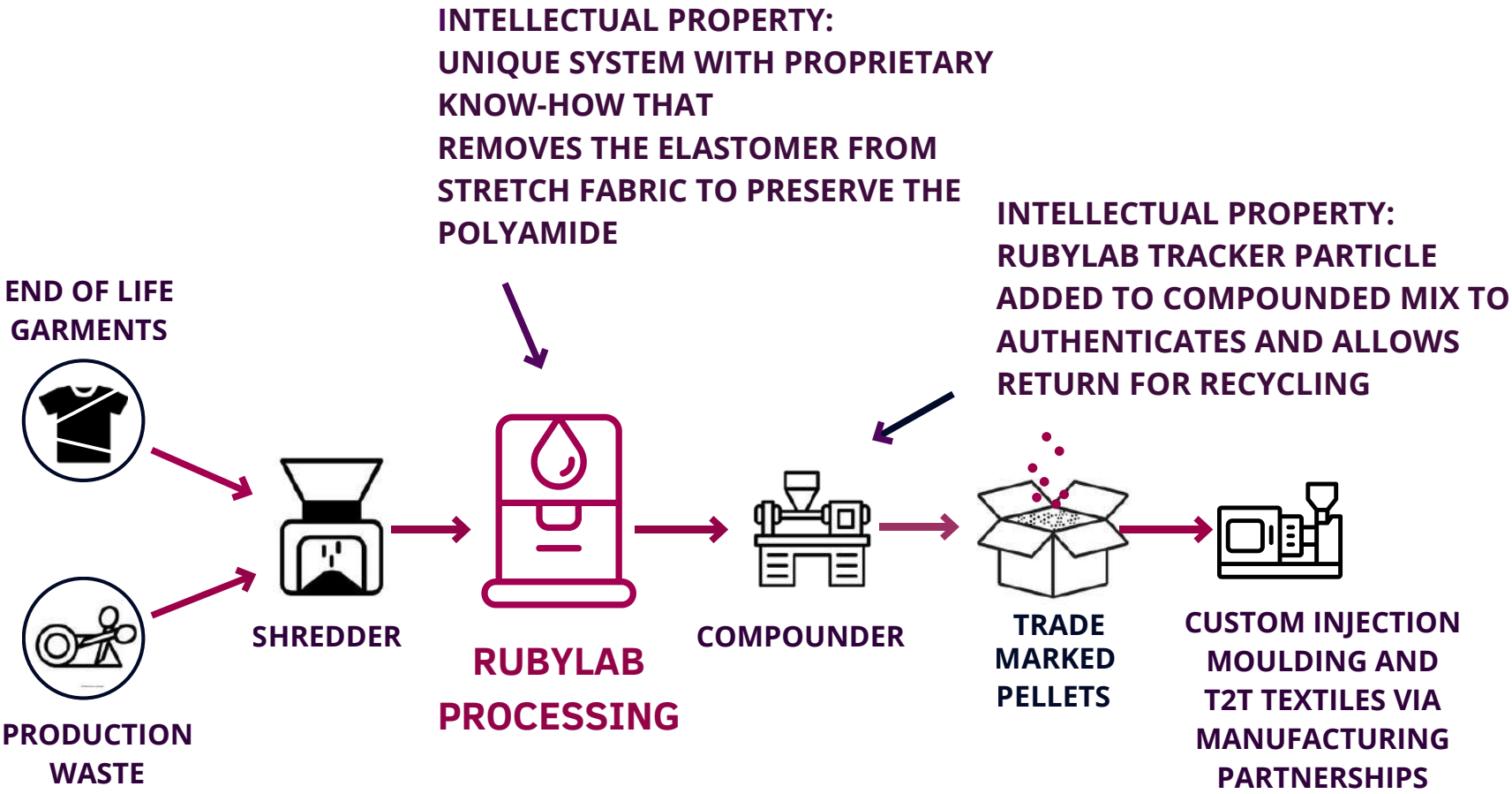
At end of garment life- the elastane prevents effective recycling at scale- until now!

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*www.mordorintelligence.com/industry-reports/spandex-market

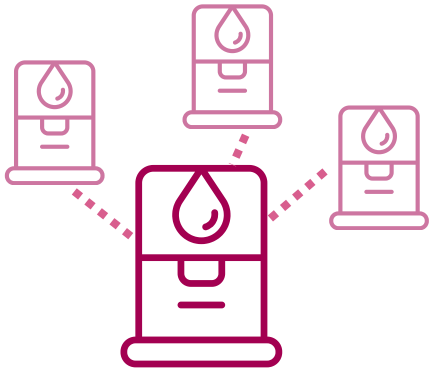
Proprietary Low-Carbon Remanufacturing System

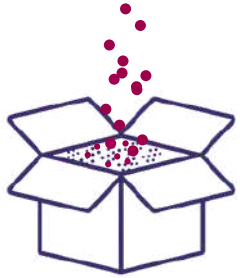
RubyLab is a cleaner, lower carbon, gentle separation process for polyamide 6 stretch textiles
It is not pyrolysis, chemical or mechanical, it is proprietary technology.
A tracker particle is added to the trademarked recyclate for authentication and tracking.
This allows RubyLab to recover the new, recycled products by incentivising their return directly from the consumer.

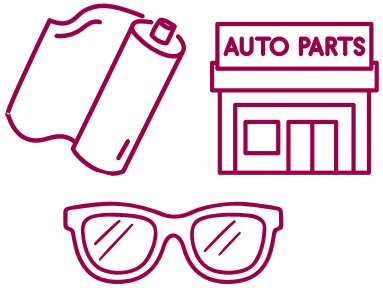


Enabling Decentralised Recycling

RubyLab's small modular units process waste at source, fit inside a container for easy shipping and lower investment costs. Small units also allow greater versatility and optimise control of inputs/output efficiencies.
Small modular units reduce transport of textile waste to centralised reactors and lower overall carbon emissions, as well as lowering 'down time'.
The longer term opportunity is to license multiple RubyLab units creating multiple units around the globe, additional revenue and localised re-manufacturing opportunities.







RUBYLAB PROPRIETARY SYSTEM
- FIRST LOW IMPACT GREEN PROCESS
- ENERGY, WATER EFFECIENT
- SMALL MODULAR DECENTALISED SYSTEM
- LOWER CARBON
- NO HAZARDOUS CHEMICALS

PELLET MIX (TRADEMARKED IP)
- TRACER PARTICLE FOR RELIABLE PROVENCE
- TRACER FOR FUTURE FULL CIRCULAR RECOVERY
- GLOBAL RECYCLED STANDARD (GRS) CERTIFIED

EXCLUSIVE REMANUFACTURING
- SUBCONTRACTED
- WHOLESALE
- ADDED VALUE, PREMIUM PRODUCTS
- SECURES FUTURE FEEDSTOCK

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Benefits for Brands & Retailers

A traceable, low-carbon circular polyamide platform that helps brands achieve circularity, recycled content and decarbonisation targets while reducing future Extended Producer Responsibility (EPR) exposure.



CERTIFIED RECYCLING
For carbon and EPR reporting

EPR COMPLIANT
Reduced taxes as viable proof of circular re-use

COLLECTION FROM YOUR PLANT
We collect your waste directly

STOPPING LANDFILL
We divert waste for remanufacturing

VALORISING WASTE FOR CARBON SAVING
Contributes to net zero reductions reporting, particularly scope 3

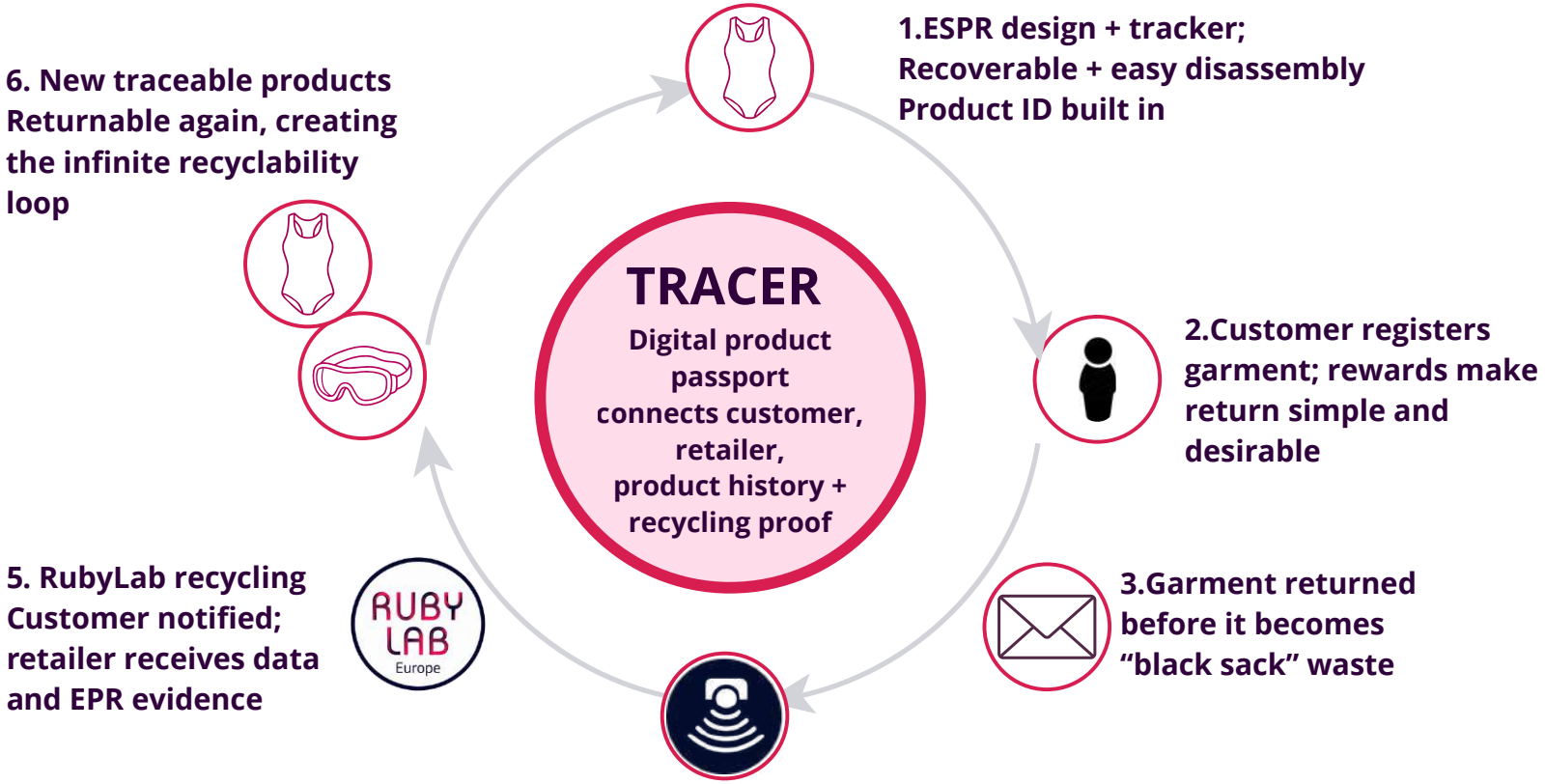
Happy customers and more sales!

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RubyLab Enables True Circularity via Digital Tracking



60% of textiles are lost in household waste, destroying material value and increasing retailer compliance costs.
Solution: Every new product carries a digital identity, enabling tracking, return incentives and verified recycling. Take-back and reverse logistics are incentivised.
Retailer Value: Transform waste into an asset through lower EPR costs, richer customer data, stronger loyalty, auditable recycling evidence and recovery of high-value textile feedstock.



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Remanufacturing Opportunities

RubyLabs added-value recycled goods will be delivered through subcontracted re-manufacturing and wholesale distribution to retailers and manufacturers.
There is an increasing market demand for recycled PA6 that is not currently being met.
New products will have integrated tracker, enabling them to be recovered and recycled in themselves.



Sports and health tech wearables for monitoring of wellbeing and environment requires medium development time and good margins. e.g. goggles, racket sensors, performance watch straps, sports accessory housings.



Custom and specialised eyewear including SMART AI and AR glasses and accessories for sport, computing and lifestyle. Made via silicon moulding: highest margins with medium development.



Technical textiles for performance wear and advanced eco composities with performance and structural capabilities: longest leadtimes for development, medium to high margins.

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RubyLab Market Traction

DEVELOPING OUTPUT MARKETS
3 high margin sectors targeted with production agreements in place or pending

DISCUSSIONS WITH INTERNATIONAL SPORTSWEAR BRANDS
Investor- partnerships for supply chain circularity

SIGNED FEEDSTOCK CONTRACTS SECURING 365 TONNES
Offtake agreements from Spain, Scotland, Bulgaria, Portugal & Italy

TECHNICAL STUDIES & LETTERS OF SUPPORT FROM BRANDS
Available upon application and NDA in place

VALIDATION STUDIES AND LIFE CYCLE ANALYSIS
University of Leeds, Centexbel and Eurecat Technical Centre

MEMBERSHIP OF CONSORTIUM AND PRODUCER RESPONSIBILITY ORGANISATIONS AND HORIZON EUROPE APPLICATIONS
Reimagine Textile Programme, Spain and Techstyle City, Scotland

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Collaboration Opportunities

DEVELOP TRULY CIRCULAR NYLON GARMENTS AND PRODUCTS
Within Europe and later to global manufacturing centres for processing post industrial waste

USE DIGITAL TRACERS AS PART OF THE DIGITAL PRODUCT PASSPORT
To incentivise brand loyalty and recovery of material value and possible reduction of EPR fees

PARTNER TO CREATE UNIQUE RECYCLED PERFORMANCE TEXTILES
Co-create high-value trademarked textiles with a tracer tag

ENSURE CIRCULAR RECYCLING VIA DIGITAL CERTIFICATION
Real time trusted data for brands and their customers

PROVIDE MEASURABLE CIRCULARITY AND CARBON DATA
Verified data for weight, carbon savings for ESG, CSRD and sustainability reporting

CREATE CONSUMER-FACING CIRCULARITY PROGRAMMES
Provide a closed-loop take-back solution

Not a trend, a regulated market reset.
The window to capture first-mover advantage is now.

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Join Rubylab To Build Wealth From Waste

Contact us now to be among the first companies to collaborate- creating a powerful point of differentiation in a rapidly changing market.

Contact Jo Godden Founder & CEO

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reimagine TEXTILE

TechStyle City

UKRI Innovate UK

European Innovation Council