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Circular Textiles Foundation and Recover™ Unite Industry at Spanish Recycling Facility for Workshop on Recycled Content at Scale

Hosted inside Recover's working recycling facility and innovation centre in Banyeres de Mariola, Spain, the event brought together brands including Primark, Tesco, Next and Marks & Spencer alongside industry stakeholders UKFT, Textile Exchange and Reviste. This marked the first milestone in a strengthened partnership focused on turning recycled content intent into action.

On 14 May 2026, the Circular Textiles Foundation (CTF) and Recover™ brought together brands and industry stakeholders at Recover's recycling facility and innovation centre in Banyeres de Mariola, Spain, for an exclusive invitation-only workshop: **'From Intent to Impact: Making Recycled Content Work at Scale'**.

Unlike a conference panel or theoretical roundtable, the event combined a hands-on tour of Recover's live recycling operation with a panel discussion, giving participants the opportunity to see first-hand what it truly takes to make recycled content viable at scale in real production environments, before turning to the harder commercial and strategic questions.

The workshop brought together brands, recyclers and value chain partners to share barriers, ask challenging questions and identify practical pathways forward, reflecting the CTF's and Recover's shared conviction that meaningful progress requires collaboration grounded in operational reality, not aspiration alone.

A key message to emerge from the day was the importance of starting now and starting somewhere, with brands speaking candidly about the significant learning

and time invested to reach their current positions, underscoring that the journey is long and the earlier you begin, the better placed you will be. Recover™ demonstrated that recycled content is available at scale today, not a future aspiration, with brands able to begin reducing impact immediately. Seeing the scale of Recover's operation first-hand proved particularly powerful, giving brands a clear understanding of what is already possible.

The Panel

The session featured a panel discussion: "Is a Target of 20% Recycled Content Achievable?", moderated by Lauren Junestrand, Innovation and Sustainability Network Manager at UKFT, with contributions from:

Maxime Bourland, Strategic Account Manager, Recover™

Tim Cross, Founder, Circular Textiles Foundation

Nick Lambert, Head of Circularity and Materials, Primark

Natalie Cox, Sustainability Manager – Product Sustainability, Primark

The First Milestone in a Strengthened Partnership

The Banyeres workshop marks the first tangible step following the announcement in April 2026 of a deepened collaboration between CTF and Recover™. That partnership was built with a clear ambition: to promote textile-to-textile recycling solutions, support the integration of recycled materials into mainstream supply chains and contribute to measurable reductions in textile waste.

This event builds on the CTF's 'Scaling Circularity' event held in London in June 2025, co-hosted with the University of the Arts London and Kate Goldsworthy at London College of Fashion, at which Recover™ participated as a panel contributor. That gathering brought together textile-to-textile recyclers and leading UK retailers to address how to scale circularity and served as the launch of the joint statement: "Designing for recyclability gives us the feedstock of tomorrow." It was a conversation that laid the groundwork for this strengthened partnership.

Quotes

> *"When brands come together with recyclers and industry partners, asking challenging questions, sharing barriers, and seeing solutions first-hand, the path forward becomes clearer. This session is exactly the kind of practical, grounded collaboration our industry needs, and it is just the beginning of what we will achieve together with Recover™."*
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> **Tim Cross, Founder, Circular Textiles Foundation**

"CTF's work with fashion brands is naturally aligned with Recover's mission to enable large-scale sustainable change in the fashion industry. This workshop demonstrated the power of bringing the whole value chain together inside a real production environment. By seeing the process first-hand, participants leave not just informed, but motivated to act."

Matthew Neville, Chief Commercial Officer, Recover™

More to Come

The CTF and Recover™ are committed to continuing to build on the momentum of this event, working with partners across the value chain to turn industry intent into measurable action. Further joint initiatives will be announced in the coming months.

NOTES TO EDITORS

About the Circular Textiles Foundation: The Circular Textiles Foundation (CTF) is an independent certifier and training provider dedicated to accelerating the transition to a circular textile economy by advocating for Design for Recyclability. Through rigorous product certification and industry training and collaboration, CTF provides brands, retailers and recyclers with the tools and standards needed to make fibre-to-fibre recycling a commercial reality. The CTF's 'Infinitee' mark is a certification trademark granted by the UKIPO (2024) and EUIPO (2026), carrying legal recognition across all 27 EU member states and the UK.

About Recover™: Recover™ is a leading materials science company and global producer of low-impact, high-quality recycled cotton fiber and cotton blends at scale. Its premium, environmentally friendly, and cost-competitive products are developed in close partnership with the supply chain for global retailers and brands, providing a sustainable solution that drives large-scale change in fashion through business value and inspiration.

Backed by investment from STORY3 Capital and Goldman Sachs, Recover™ is on a mission to scale its proprietary technology, create lasting positive environmental impact, and collaborate with brands, retailers, and other change-makers to meet the industry's sustainability targets.

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