

## Circular Future: Birla Cellulose Teams with Circulose

Published on 29 Jan 2026 | By IFI Correspondent



Birla Cellulose, a global leader in sustainable cellulosic fibres and part of India's Aditya Birla Group, has entered into a strategic cooperation agreement with **Circulose**, a Sweden-based producer of recycled textile pulp. The partnership aims to accelerate the transition to circular textiles by enhancing recycling technologies and expanding the supply of sustainable fibre solutions across global value chains.

### Partnership to Drive Textile Recycling

Under the cooperation agreement, Circulose will supply pulp made entirely from **100% recycled textile waste** to Birla Cellulose. Birla Cellulose will then use this recycled pulp to produce viscose staple fibre — a key raw material used by textile and fashion brands seeking eco-friendly alternatives to conventional fibres. This collaboration is designed to help strengthen sustainable sourcing and provide a reliable supply of recycled fibre materials to meet growing industry demand.

### Shared Vision on Sustainability

The partnership reflects a shared commitment to advancing circularity within the fashion and textiles sector. Jonatan Janmark, CEO of Circulose, highlighted that closer collaboration across the textile value chain is essential for enabling broader adoption of recycled materials, while Birla Cellulose's business head **Vadiraj Kulkarni** emphasized the company's dedication to delivering high-quality, sustainability-focused fibre solutions that support a circular future for the industry.

### Global and Industry Impact

Birla Cellulose has earned international recognition for its sustainability efforts, consistently ranking among top performers in global environmental benchmarks. Its cooperation with Circulose further reinforces its leadership in responsible sourcing and circular innovation, setting benchmarks in sustainable textile production both in India and internationally.

Across the textile industry, collaborations like this are increasingly seen as vital to achieving larger circular economy goals — reducing waste, lowering reliance on virgin materials, and creating scalable systems for textile recycling. As brands and manufacturers look for more responsible material options, partnerships between innovators and large-scale fibre producers are likely to play a key role in shaping the future of sustainable fashion and textiles

For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)