

A 100% RECYCLED ECO-YARN BY ECOCITEX IN CHILE WITHOUT THE USE OF WATER OR DYES

Ecocitex is an innovative enterprise of circular economy created by Rosario Hevia in Chile, that works to give a new life to textile waste without using water or dyes and without introducing new fibres.

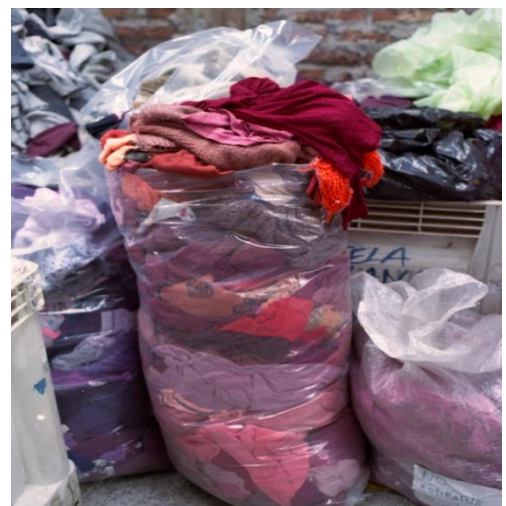
Established in 2020, Ecocitex created a 100% yarn made by recycling textile waste collected in Chile. From one ton of textile waste, Ecocitex obtains 10,000 balls of 100 gr. of yarn, through a dry process. The yarn is a product of the mixture of recycled fibres, composed by different materials.

With its product and the process adopted, which generate a great social and environmental contribution, Ecocitex has managed in two years of work to attract national and international attention. In 2021 it managed to obtain the Chile brand and the recognition from CORFO, Chile's national institution that supports innovation. The enterprise won the Latin American Impact Entrepreneurship Award from Mayma and Mercado Libre and also entered the entrepreneurship support programme of NESsT and IKEA Social Entrepreneurship. In 2022 Ecocitex has been recognised by the Premios Latinoamérica Verde.

With the creation of Ecocitex, the funders wanted to give a contribution to reduce the great problems generated by the fashion industry in Chile, where in Iquique around 39,000 tons of discarded clothes that enter through the free trade zone without any restrictions, end up abandoned in makeshift landfills in the Atacama Desert. At the same time, the preliminary studies realized by Ecocitex showed that Chile is the main consumer of fast fashion in Latin America, with an average per capita purchase of 50 garments per year (956 million new garments per year nationally) and is the leading importer of second-hand clothing from Asia, Europe, the USA and Canada.

To specifically help solve these problems that generate a strong environmental impact by adopting a circular economy approach, Ecocitex established alliances with a network of partners throughout the country. The process takes care of the entire production chain, from the collection of the discarded textiles, the recycling, to the sale of the final product.

Ecocitex collects disused clothing and textile discards from people, enterprises and companies. For old clothes that will be recycled to produce its innovative yarn, after removing the non-textile elements such as zippers, buttons, or sequins, the factory undertakes a production process which begins by separating the fabrics by hand according to the colors. Each yarn is a product of the selection of the garments, which also makes them unique. For example, garments of



different colours and shades of blue, green and yellow will be converted into a single turquoise eco-yarn. After perfecting its system, the enterprise now produces yarn in 32 different colors. The colour-separated fabric first goes through a guillotine and then through large, old machines. No dyeing or washing processes are involved to avoid releasing toxic chemicals into the water.

An [article published in April 2022 by the renowned fashion magazine Vogue](#), which provides information on the history of this innovative company, some videos illustrate specific aspects of the process adopted.

Ecocitex's production factory is based in Santiago, the capital of Chile, in a former spinning mill adapted to be able to recycle unused garments and transform them into recycled garment yarn, taking advantage of the knowledge of the workers who have years of experience in this trade.

For the collection of unused clothing, Ecocitex works with people and companies, taking advantage of its media, information campaigns and alliances established at the national level. In addition, in the patio of the production plant in Santiago, the enterprise has installed containers where interested people can place their unused garments, receiving about 1.20 US dollars per kilogram delivered.

With the collection process established, Ecocitex receives garments with different characteristics and the first work consists in the selection and classification of the materials. To develop this work, Ecocitex established a collaboration with the Association [Abriendo Puertas](#), that facilitates the hiring of women needing a labour and social reinsertion. Offering them professional training for this technical function, through this work the enterprise defines what will be sell, used as eco-fill (scraps of clothing used to fill bags, cushions or furniture) or recycled to produce its innovative yarn.

Ecocitex's innovative yarn [is currently sold in physical and online stores](#), on Amazon and Mercado Libre platforms, and through its website. For the commercialization of the brand, Ecocitex also established alliances with 70 micro-entrepreneurs distributed across the country, collaborating in the promotion of yarn that, due to its characteristics as a recycled product, needs explanations about its colours that are never the same, or differences in yarn twist. Ecocitex has also achieved the collaboration of boutiques and designers who take advantage of the recycled yarns and promote them with consumers.

All the material that goes to Ecocitex is processed and does not end up in the garbage. The enterprise currently sells 2.5 tons of recycled products per month and its plans for the future are to achieve financial sustainability for the company managing to sell 5 tons per month, and creating the amount of yarn that sustains its business in relation to its sales.

Ecocitex's challenge, however, is broader and aims to contribute to a process that manages to end textile waste in Chile, implementing a circular economy system that involves other companies and industries, institutions, foundations and other actors. At the same time, through its campaigns and media, it aims to sensitize consumers to actively participate in eliminating textile waste by reducing their purchases and through exchange, up-cycling and donation initiatives.

To know more



[Ecocitex website](#)

[Misión, Historia y Equipo Ecocitex - EcocitexSpA](#)

[Productos - EcocitexSpA](#)

[Proceso adoptado](#)

[Puntos de Venta Ecocitex - EcocitexSpA](#)

[Ecocitex in País Circular \(paiscircular.cl\)](#)

[Ecocitex in Magazine Vogue](#)

[Ecocitex in NESsT website](#)

[Ecocitex in ikeasocialentrepreneurship.org](#)

[Ecocitex in Premios Latinoamerica Verde 2022](#)

[Article in magickspaces.com](#)

[Article in T13.cl website](#)

[Article in Viste la Calle website](#)

[Article in Quinta Trends website](#)

[Article in Diario Sustentable website](#)

[Article in Diario Financiero website](#)

