

## **Syre and JEPLAN Announce Strategic Partnership to Accelerate Textile-to-Textile Recycling**

**Stockholm, April 2, 2026 – JEPLAN, INC. the Japanese pioneer developing and operating chemical recycling technologies for circularity in packaging and textiles, and Syre, the textile impact company on a mission to hyperscale textile-to-textile recycling, announced today a strategic partnership. Together, the companies aim to extensively accelerate the timeline towards commercialization of next generation textile-to-textile polyester recycling technology.**

The partnership brings together Syre's global reach in innovation and technology integration with JEPLAN's proven chemical recycling know-how and operational readiness.

Under the agreement, Syre and JEPLAN will develop and refine new solutions to unlock textile-to-textile recycling at large commercial scale. The collaboration is expected to continue accelerating Syre's timeline to full commercialization, including targeting multi-ton volumes of textile-to-textile generated polyester in late 2026 suitable for spinning validation and product line samples with brands.

"This partnership is all about speed and scale, without compromising on quality," said Dennis Nobelius, CEO of Syre. "Through JEPLAN's technical and operational experience built over more than a decade, we can move much faster to commercialization."

"We are excited to partner with Syre to help bring textile-to-textile recycling to meaningful scale," said Masaki Takao, CEO of JEPLAN. "Syre's ambition, business back bone, and global reach in technology integration, combined with our extensive chemical recycling experience creates a powerful platform for accelerating breakthrough solutions for the textile industry".

JEPLAN operates a PET chemical recycling plant for textile in Kitakyushu, Japan, including demonstration and semi-industrial units used to test and scale chemical recycling technologies.

"Impact is our core and the path that brings us fastest to substantial scale is the path we will take," said Dennis Nobelius. "The approach now in place continues to build our robust pathway to our first large-scale plant in Vietnam. We are proud to announce JEPLAN today, and more will follow. We expect to announce several additional world-leading partnerships around the globe as we move toward full commercial deployment."

**About JEPLAN, INC.**

JEPLAN is a Japanese circular economy innovator founded in 2007 with the mission “We circulate our world”. The company develops and deploys proprietary PET chemical recycling technologies that break down waste polyethylene terephthalate (PET) from bottles, polyester fibers, and textiles at the molecular level to produce high-quality recycled materials equivalent to virgin feedstock. JEPLAN’s integrated business model includes commercial plant operations, technology licensing, and resource circulation initiatives such as the BRING™ apparel businesses. Through its chemical recycling plants in Kawasaki and Kitakyushu, Japan, and collaborative global partnerships, JEPLAN works to realize scalable solutions for textile-to-textile and bottle-to-bottle recycling while contributing to a reduction in carbon emissions and the transition to a circular economy. For more information:

<https://www.jeplan.co.jp/en/>

**About Syre**

Syre is a textile impact company on a mission to decarbonize and dewaste the textile industry through textile-to-textile recycling at hyperscale, starting with polyester. At unprecedented speed and scale, Syre aims at driving the green shift of the textile industry to a future where every textile fiber sees a new day. The company’s textile-to-textile recycling solution provides circular polyester with quality on par with virgin polyester, but with a superior sustainability performance. Founded in 2023, Syre is initiated by H&M Group and Vargas, and backed by founding investors TPG Rise Climate, Giant Ventures, IMAS Foundation, Leitmotif, Norrskan VC, and Volvo Cars. For more information:

[www.syre.com](http://www.syre.com)