

# Syre Expands Partnership with Target to Advance Next-Generation Recycled Materials at Scale

*Advancing next-generation materials to support scalable circular solutions across global retail*

Stockholm, May 2026 — Syre, the textile impact company hyperscaling textile-to-textile recycling today announced an expanded collaboration with Target to accelerate the adoption of next-generation recycled materials across retail at scale.

Through this work, Syre will support Target in advancing the integration of textile-to-textile recycled polyester into high-volume categories like apparel and home, bringing more sustainable options to consumers over time.

This effort is expected to enable the use of 70,000 metric tons of polyester made from end-of-life textiles, supporting the scaling of circular material into categories like apparel and home, with meaningful product integration expected by 2030.

“We couldn’t be more proud to continue working with Target to bring next-generation materials into retail at scale,” said Dennis Nobelius, CEO of Syre. “This collaboration helps accelerate adoption and supports the continued development of circular textile solutions across the industry.”

“At Target, our guests look to us for innovative materials without compromising on style, design and value,” said Stephanie Grotta, Vice President of Responsible Sourcing and Sustainable Capabilities at Target. “By advancing textile-to-textile recycled polyester at scale, we’re strengthening our supply chain and continuing to offer quality products at a great value.”

As Syre advances plans for its first large-scale recycling facility, expected to begin construction in 2027 in Southeast Asia, its work with Target further strengthens the foundation for global scale. It also builds on Syre’s growing network of leading brands, including H&M Group and Nike, working to accelerate the transition to circular textiles.

“These leading brands recognize the importance of securing access to emerging material solutions,” said Nobelius. “As we scale, these partnerships will help enable both commercial success and continued progress toward a more circular textile industry.”

## **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, Norrsken VC, and Volvo Cars. For more information:  
[www.syre.com](http://www.syre.com)