



# REQUIREMENTS AND EXPERIENCES FROM THE MARKET

The ETSA  
Perspective



- ▶ European association for textile rental companies + national associations
- ▶ Sustainability & the circular economy are key
- ▶ MARKET SIZE: 11 BN
- ▶ EMPLOYMENT: 135,000

ABOUT ETSA



- ▶ Over 150 years of expertise.
- ▶ 4,000 employees
- ▶ EUR 321 million
- ▶ More than 1 million satisfied customers wear Bardusch work clothes everyday
- ▶ Some 90,000 rely on Bardusch's hygienically certified textile service.

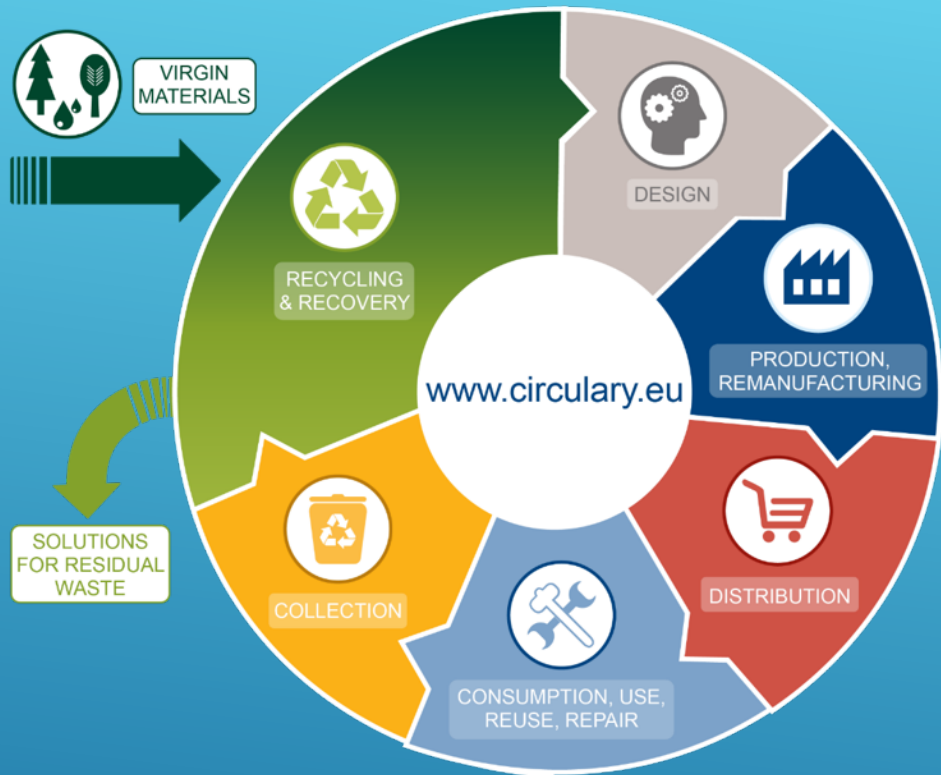
**ABOUT BARDUSCH**



- ▶ Pandemic effects on hospitality and beyond
- ▶ The crucial role of workwear and PPEs
- ▶ COVID 19 & SARS-CO-2
- ▶ More masks than jelly fish in the ocean!

# ETSA & PANDEMIC

# ETSA & THE CIRCULAR ECONOMY



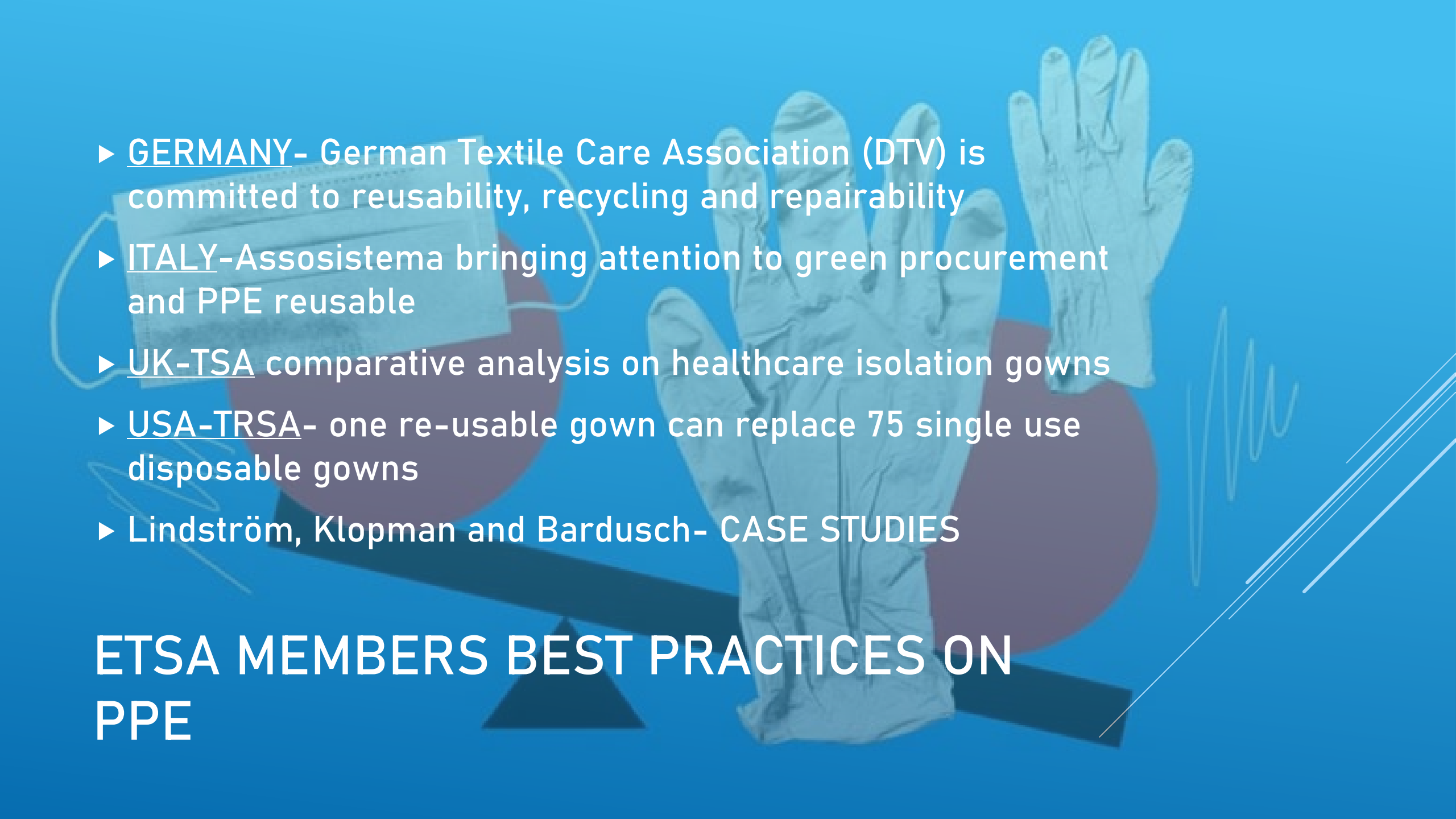
- ▶ The role of Circular Economy
- ▶ Its positive and long run effects
- ▶ Sustainable materials & re-usable fabrics
- ▶ Repairability is key





# PPE SUSTAINABILITY: CHALLENGES & REQUIREMENTS FOR THE INDUSTRY

- ▶ PPE & cost of recycling
- ▶ Recycling methods
- ▶ The variety in textile material on PPE

- 
- ▶ GERMANY- German Textile Care Association (DTV) is committed to reusability, recycling and repairability
  - ▶ ITALY-Assosistema bringing attention to green procurement and PPE reusable
  - ▶ UK-TSA comparative analysis on healthcare isolation gowns
  - ▶ USA-TRSA- one re-usable gown can replace 75 single use disposable gowns
  - ▶ Lindström, Klopman and Bardusch- CASE STUDIES

## ETSA MEMBERS BEST PRACTICES ON PPE

# Lindström case study 1



## Our purpose

We care for people and our planet by inspiring people to shine and businesses to grow in a sustainable way.

## Our mission

We are a textile service company focused on making our customer's life easier. Everyday, we strengthen the image of our customer.

4,600  
Employees

24  
Countries

> 80  
Sites

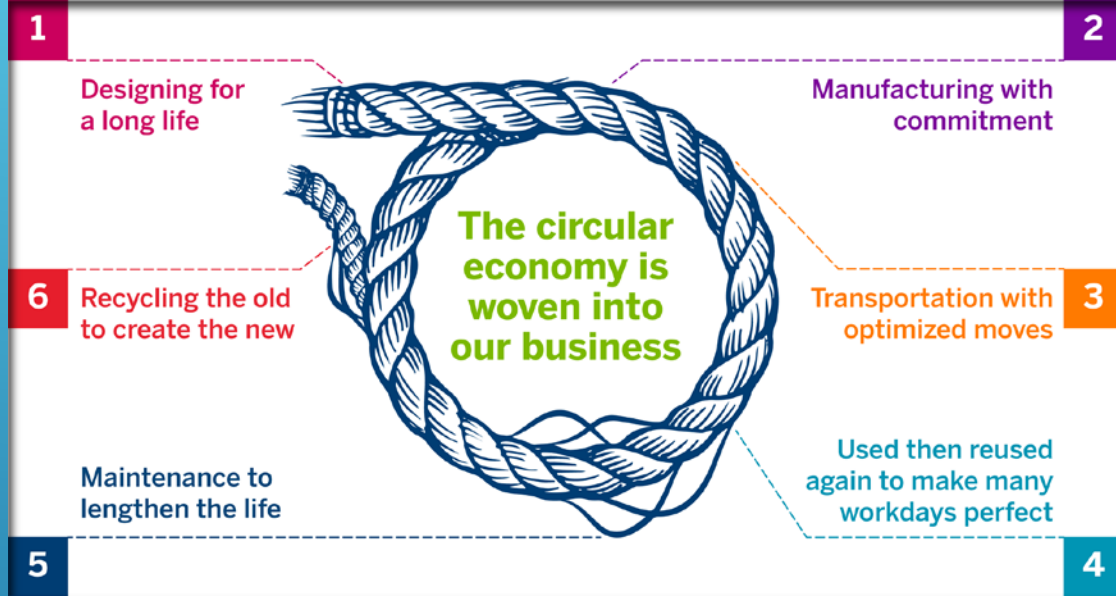
408 M€  
Turnover in 2019

Parent company  
Lindström Oy  
in Finland

Family  
Owned

Established in 1848





- ▶ Circularity woven into Lindström's business model
- ▶ Lindstrom Strategy 2025
- ▶ Lindström's textile recycling rate (currently at 24%) per year
- ▶ The importance of Corporate Responsibility
- ▶ This 24% average is even more impressive when one considers how long textiles have been in the use and re-use cycle.

# LINDSTRÖM-CASE STUDY 1

Use of textiles until they are unusable before they order new ones.



### Design

Our garments are designed to endure wear and repairs.



### Manufacturing

Our garments are manufactured from quality raw materials following our code of conduct.



### Maintenance

Washing and repairing lengthens the lifespan of garment.



1

2

3



### RECYCLING GARMENTS

We use one garment with many customers during its lifespan.



## Goal 100 %

of textile waste recycled by 2025.  
2020 the global recycling rate of workwear was 19,5 %

# RESTER PARTNERSHIP RAMPS UP RECYCLING

- ▶ Strategic goal by 2025
- ▶ Workwear recycled at present
- ▶ Ongoing negotiations with Baltics and Finnish completion by 2021.
- ▶ Lindström looking for partners in India and China where we have big volumes.



• nearly  
**100 %**  
of workwear will be  
recycled in Finland

Starting in  
**May**  
**2021**

**700**  
tons of  
textile waste  
in Finland &  
Baltics

- ▶ Klopman's Greenwear collection
- ▶ The same fabrics can be produced with more sustainable materials
- ▶ Garments, towels and bedlinen have a new life!
- ▶ Social responsibility/climate change provided a chance to adapt to a business model that is more circular, sustainable as well as lucrative.



## KLOPMAN CASE STUDY 2-GREENWEAR



## CASE STUDY 3 BARDUSCH

- ▶ Bardusch's commitment to sustainability.
- ▶ Saving water/detergent
- ▶ Our company washes over 420 tons of workplace laundry a day
- ▶ Renting & Repairing
- ▶ Innovative ways to reduce spending on consumption, in compiling with both increased German and EU regulation.
- ▶ Sustainability of supply.

# HOW ETSA IS RESPONDING TO MAJOR CHALLENGES



1. From linear to circular & reducing total cost of ownership;
2. Clean technology (ETSA survey WECO 2017);
3. Closing the loop (ETSA End of Life Laundry textile report);
4. PPEs & Workwear: maintain/repair/recycle and be fully sustainable
5. The SULZER & H&M new interesting case

ETSA very proactively contributed to the EU circular economy push and its 2nd latest contributions were to the EP report on Circular economy Action Plan and to the Textiles Strategy road map

# ETSA GOING FORWARD

- ▶ We are engaged in coordinating and exchanging views within ETSA value chain as well as with external stakeholders
- ▶ Synergy between big companies and SMEs to play a crucial role & responsibility within the paradigm of circularity
- ▶ Manufacturers could take a holistic approach taking into account sustainability and resource consumption.
- ▶ Standardization should include longevity of products and holistically describe requirements with respect to reusability
- ▶ Public Procurement to encourage resource efficient business models
- ▶ Encourage business models which prioritize waste reduction, servitisation, reuse and end of life recycling





THANK YOU !

[ANDREAS.HOLZER@BARDUSCH.CH](mailto:ANDREAS.HOLZER@BARDUSCH.CH)

[ETSA@ETSA-EUROPE.ORG](mailto:ETSA@ETSA-EUROPE.ORG)