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Interloop leads textile recycling in Pakistan with Reverse Resources,  
driving the company's waste traceability forward



**Faisalabad, Pakistan – March 06, 2024:** Interloop Limited, a leader in responsible textile manufacturing has joined forces with Reverse Resources (RR) and Pakistan's National Textile University (NTU) to transform Pakistan's textile-to-textile (T2T) recycling sphere.

This collaborative effort seeks to establish a structured framework for managing textile waste, improving the quality and commercial viability of textile-to-textile recycled products, ensuring transparency, and enabling digitally verifiable traceability in the recycling process. It also facilitates the establishment of KPIs for scalable circularity.

**Challenges and Opportunities:**

- **Untapped Potential:** Despite the growth of Pakistan's textile recycling industry, significant untapped market potential remains. By scaling recycling initiatives, we can unlock economic and environmental benefits.



- **Quality Textile Waste:** While high-end recyclers actively seek feedstock, a substantial amount of high-quality textile waste still ends up in low-value applications. Brands lack visibility into the fate of their discarded textiles.
- **Informal Waste Handling:** The informal waste handling sector, a critical link between textile waste supply and recycling destinations, faces challenges. Leakage within this sector poses a significant obstacle in supply chain compliance and transparent T2T recycling.

This project is funded by the Sustainable Manufacturing and Environmental Pollution (SMEP) programme, established by the Foreign, Commonwealth and Development Office (FCDO) and is implemented in partnership with the United Nations Conference on Trade and Development (UNCTAD). It is also supported by Global Fashion Agenda's Circular Fashion Partnership and Fashion For Good.

Interloop will be working with RR to implement a custom waste-mapping program, driving the company's waste traceability forward, via digitisation of inventory in the waste supply chain from source to recycling.

"We're thrilled to be part of the SMEP founded program, advancing transparency and collaboration in Pakistan's textile recycling sphere", says Faryal Sadiq, Chief Marketing Officer at Interloop Limited. "At Interloop, we leverage waste—both industrial and agricultural—as a valuable resource, effectively reducing our environmental impact. By partnering with allies and industry experts like Reverse Resources, we're eager to establish waste traceability, map waste handlers, and track each recycling phase, shaping a more resilient future together."

For any additional information about the project, please contact Noor Jehan Sadiq at [njsadiq@interloop.com.pk](mailto:njsadiq@interloop.com.pk)

### **About Interloop Limited:**

Interloop Limited is a vertically integrated, full-family clothing supplier of hosiery, denim, knitted apparel, and seamless activewear products. Recognised globally for environmental and social responsibility, Interloop boasts LEED certified facilities, Fair Trade certification, and is a member of the United Nations Global Compact—



committed to sustainable development and transparency in the fashion industry. Learn more about Interloop Limited at [www.interloop-pk.com](http://www.interloop-pk.com)

#### **About Reverse Resources (RR):**

Reverse Resources (RR) is a leading textile waste management specialist, dedicated to transforming the fashion industry's approach to waste management. Through innovative solutions and strategic partnerships, RR aims to drive sustainable practices and circularity in textile recycling.

#### **About National Textile University (NTU):**

National Textile University (NTU), located in Faisalabad, Pakistan, is a renowned institution in textile education and research. NTU's collaboration with Interloop Limited and Reverse Resources underscores its commitment to fostering innovation and sustainability in the textile industry.