



Session 5	Start-ups/SMEs looking for finance - series A and series B/C funding
Pitch Title	Bio-based pigments to decarbonize the textile industry
Company	Ever Dye
Speaker	Philippe Berlan
Keywords feedstock	Cellulose
Keywords technology	<ul style="list-style-type: none"> • Energy saving • GHG reductions • Reduction of water toxicity • Textile dyeing • Sustainable colors
Keywords End-Product	Pigments
Amount investment needed	10 M€

Abstract:

Dyeing treatments are responsible for almost 40% of the textile industry's total carbon footprint and 20% of the world's water pollution. At Ever Dye, we are tackling this issue by dyeing fabric at room temperature using bio-based pigments.

Ever Dye allows a dyeing process that is more ecological, with the same performances than existing processes at a competitive price that can be implemented on already existing machinery. Ever Dye innovation relies on the magnetic attraction of our pigment to the fabric. Usual pretreatment of the cotton creates negative charges at its surface. These sites act as anchoring sites on the fiber for our positively charged pigment. Our pigment is made of biomass and minerals. We're using a nanocellulose that we're functionalizing to create a strong bonding with the fabric on one side, and on the other side, we're adding a mineral that will give its color.

This technology is the world's first low heat, low emission dyeing process. It requires 10 times less energy for production than conventional methods. Our LCA made by Quantis shows that at lab scale, we are already reducing carbon emissions by a factor of 4.

We launched in October our first capsule collection with AdoreMe, proving that our quality criterias were meeting already existing standards.

We are currently leading our Series A to embrace scale-up phase, with the objective of becoming the global leader of sustainable dyestuff.