



FIBRE-BASED CLOTHING



PARTIALLY WOOD-BASED FLEECE JACKET BY VAUDE AND UPM



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This fleece jacket replaces one conventional crude oil-based component of its polyester with UPM BioPura BioMEG, a bio-based monoethylene glycol made from wood. In standard polyester resin for fleece, monoethylene glycol makes up 30 percent of the material and normally comes from crude oil. UPM BioPura BioMEG replaces that share entirely with a wood-based alternative that is molecularly identical to its fossil counterpart, so it's a drop-in solution for existing polyester production lines without the need for any process changes and recycles the same way as conventional polyester. About 60 percent of materials used in the fashion industry rely on fossil-based polymers, and high-performance outerwear depends on synthetic fibres more than most segments. The jacket shows that a wood-based input can replace fossil feedstock in that demanding application while keeping full compatibility with the industry's production and recycling systems already in place.

