



| Session | Start-ups/SMEs looking for Finance: Series A and Series B/C Funding |
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| Title | Iroony®: Scaling agri-based cellulose for the Textile industry |
| Company | RBX Créations |
| Speaker | Anne Reboux |
| Keywords feedstock (max 2) | Agri-feedstock Hemp |
| Keywords technology (max 2) | Pulping Biorefinery |
| Keywords End-Product (max 2) | Cellulose Pulp |
| Abstract: | |
| <p>Iroony® is developing the next generation of cellulose pulp for textile fibers and bioplastics, enabling industrial players to diversify from wood-based sources and supporting global brands to reduce their environmental footprint. Through a proprietary low-impact process, European agricultural biomass is converted into dissolving pulp suitable for multiple spinning technologies - from established processes like Lyocell to new solutions using ionic liquids.</p> <p>The feedstock is selected for its environmental benefits. Hemp is the preferred option: grown in long rotations without irrigation, pesticides, or insecticides. It can be complemented by other low-input crops such as miscanthus. Our circular sourcing model prioritizes agricultural by-products, available year-round from regional farming partners. A first simplified LCA confirms significant impact reduction. Early adopter brands are contributing to testing and prototyping including financial support. Iroony® is recognized by Canopy NGO as a Next Gen solution.</p> <p>We are now raising a Series A to finance the construction and operation of a pre-industrial demonstration plant, deliver large batches to market players, and lay the foundation for industrial scale-up.</p> <p>Iroony® bridges agriculture, textiles, and the circular economy - offering a scalable opportunity for Europe to lead in agri-based alternatives for textile fibers, in a growing \$8B+ market, while supporting more resilient and regenerative farming systems.</p> | |