



**segura**  
RETAIL  
SUPPLY CHAIN  
SUSTAINABILITY  
CONFERENCE 2025



# Innovation Insights

Hosted by: Dr Sheila Clark



**Dr. Raquel Prado-Garcia**

# ANANAS ANAM

**Partnering with Purpose: Driving Innovation, Collaboration, & Sustainability**



GreenRetail.World

ual: fashion, textiles and  
technology institute

ANANAS ANAM



PROJECT  
PLAN B

CentricSoftware\*



Certified



Corporation

# ANANAS ANAM

BREAKING BARRIERS IN THE TEXTILE INDUSTRY





DECORTICATED LEAVES AT ANANAS ANAM'S PARTNER FARM IN BANGLADESH

## WHO IS ANANAS ANAM

Ananas Anam is an innovative company that specialises in processing pineapple leaf fibres (PALF) into sustainable textile solutions.

In all we do, we consider the impact of our decisions on our workers, customers, suppliers, community and the environment. This ethos has achieved Ananas Anam status as a Certified B Corporation® Ecovadis Bronze medal and an endorsement by The Vegan Society and Peta.

Our target is to reduce the environmental impact generated by the textile industry, addressing this by valorising agricultural waste from pineapple farming to offer our products as a solution to meet the client's sustainability goals such as Route to Zero.

**Ananas Anam is best known for creating Piñatex®: a pioneering natural and vegan non-woven textile.**





# WORKING ALONGSIDE PEOPLE AND PLANET

Renewable raw material from agricultural waste

Innovative proprietary process

Socially responsible- diversified income streams

Closed-loop production

Traceable

Recyclable and biodegradable raw material



# WHAT WE DO



## PIÑATEX

Pioneering vegan and cruelty-free textile



## Anam PALF

Premium textile grade fibre



## PIÑAYARN

Closed-loop bio-based yarn with zero waste spinning technology

*Sold through Ananas Anam's nominated spinning partners*

# Anam PALF®

Ananas Anam specialises in processing pineapple leaves into Anam PALF® our premium textile-grade fibre.

Our proprietary process is fully traceable and resource efficient.

Anam PALF is a 100% **bio-based** fibre processed to staple form, helping to mitigate microplastic pollution within the textile industry.



WATER &  
ENERGY  
EFFICIENT



NO FOOD  
COMPETITION

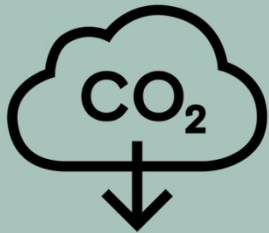


HELPS TO  
MITIGATE  
MICROPLASTIC  
POLLUTION



# Anam PALF facts

a solution to the textile crisis



Valorising agricultural waste means  
that each kilogram of Anam PALF  
prevents the equivalent of

**13.33 kg CO<sub>2</sub>**

from being released into the  
atmosphere



## Anam PALF UNIQUE PROCESS

NO BLEACHING

NO PULPING

MECHANICALLY  
PROCESSED  
TO TEXTILE GRADE

NO HARMFUL CHEMICALS

FULLY TRACEABLE

SOCIALLY RESPONSIBLE



# Piñatex as a textile solution

Piñatex is a coated textile, made from Anam PALF: our low-impact and traceable textile-grade pineapple leaf fibre.

Piñatex is vegan certified and can be used as a plant-based alternative to leather.

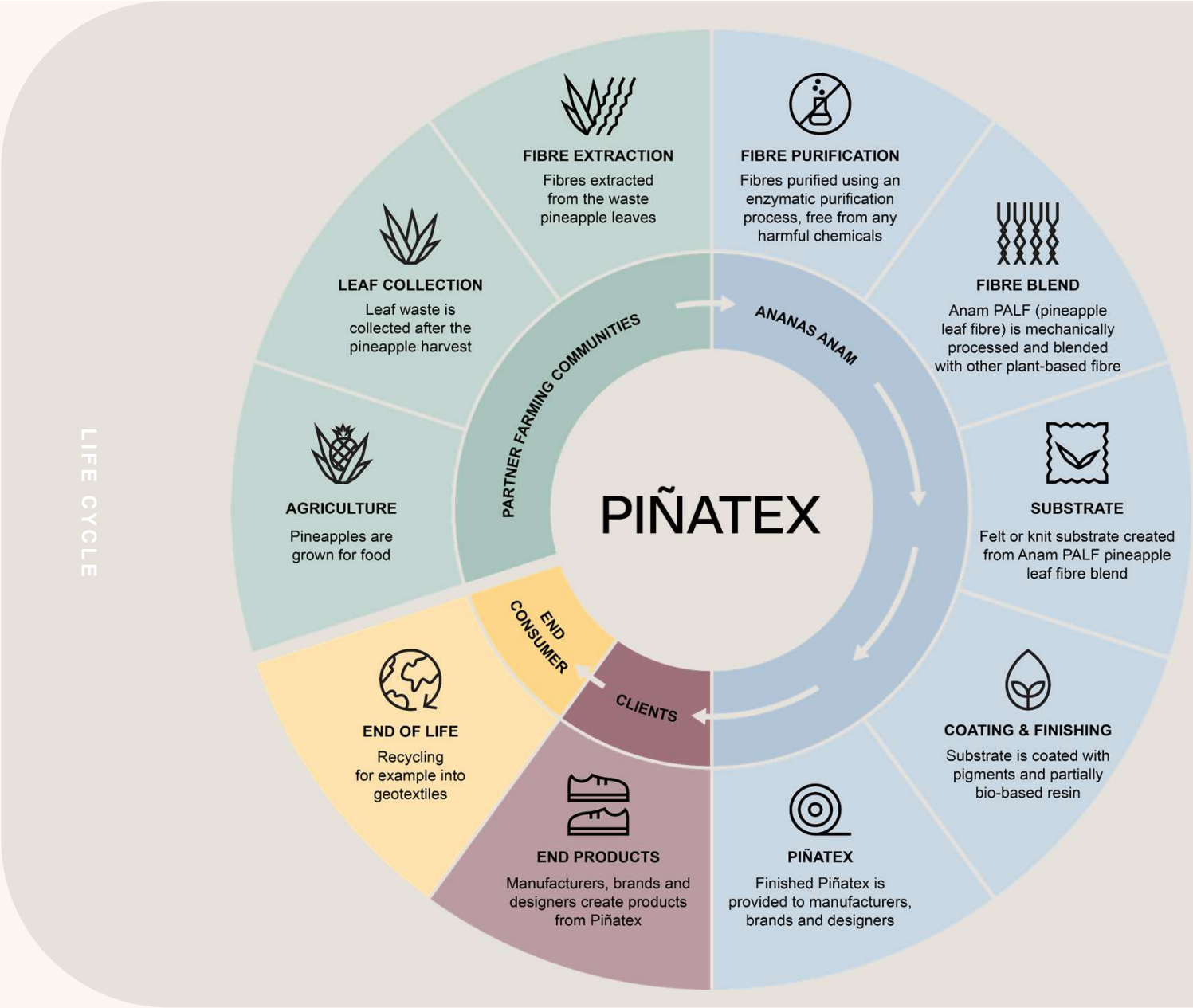
Piñatex is made from up to 95% renewable and bio-based content, with a low environmental impact and positive social impact created through its traceable production.





# PIÑATEX

- Pioneering low-impact textile
- Vegan certified and cruelty-free
- 95% renewable and bio-based content
- Unique look
- Water-resistant
- Breathable



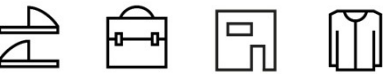
# Piñatex is available in 5 collections:

## ORIGINAL



95% renewable & bio-based content

Signature wrinkled surface



Footwear, Accessories, Interiors, Apparel

## MINERAL



95% renewable & bio-based content

Signature wrinkled surface with mineral shimmer



Footwear, Accessories, Interiors, Apparel

## METALLIC



Glossy metallic look, ideal for details and accents

Signature wrinkled surface



Footwear, Accessories, Apparel

## PERFORMANCE



Durable and water resistant

Pebble grain surface, similar to conventional leather alternatives



Footwear, Accessories, Interiors

## LIGHT



Made with Piñayarn knit backing

Thinner material with flex & drape



Footwear, Accessories, Interiors, Apparel









# PIÑAYARN



Piñayarn® is a natural material made from pineapple leaf fibres derived from agricultural waste which offers a more sustainable and less harmful textile alternative to conventional and plastic derived materials.

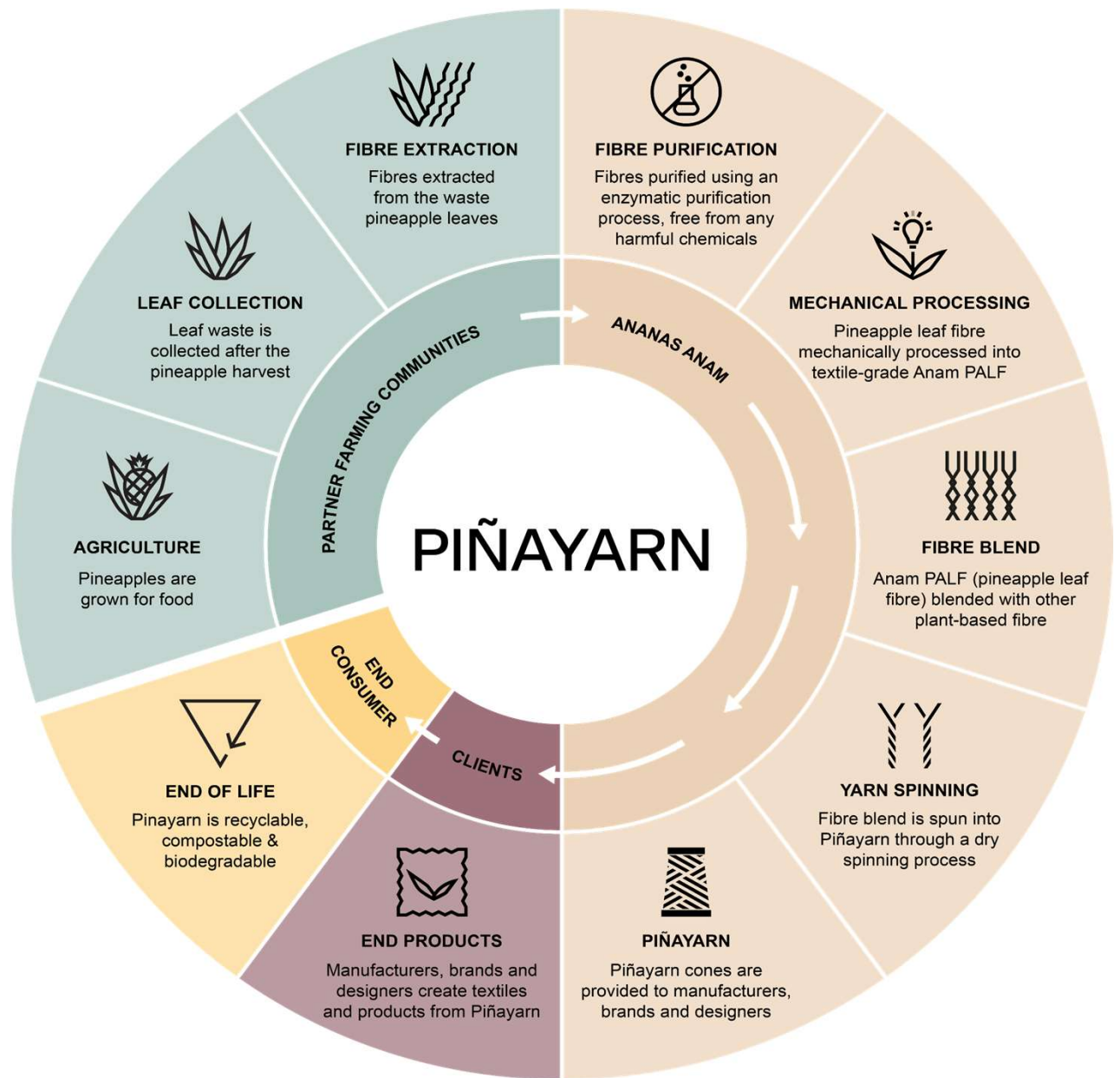
No extra land, water or pesticides are required to produce the raw material and there are no additional harmful chemicals added in the process of making Piñayarn.

Piñayarn is extremely versatile, with the ability of tweaking the yarn specifications to make it suitable for use across various applications within all textile industry sectors. We continuously develop Piñayarn to apply to new end-products and at Ananas-anam we are always researching the new innovative textile finishings currently on the market that can be applied to our material.



# PIÑAYARN

## LIFE CYCLE





# PIÑAYARN

- Closed-loop yarn
- Dry spinning technology
- Zero waste
- Zero harmful chemicals
- 100% plant-based
- Fully recyclable, compostable, and biodegradable
- Sold through manufacturing partners

**Most common yarn counts and best-selling blends in  
DRY SPINNING TECHNOLOGY**

Most common yarn counts	Ne8, Ne10, Ne16, Ne20 in 1 or 2 ply
Best selling yarn blends	30% Anam PALF x 70% TENCEL Lyocell 30% Anam PALF x 70% TENCEL Refibra 30% Anam PALF x 70% Organic Cotton 30% Anam PALF x 70% GOTS Cotton





# Research & Development Projects

# UAL BFTT: Piñatex Luxe

Ananas Anam collaborated with University of the Arts London (UAL) to explore new functionality and applications of bio-based non-woven and sustainable materials through embellishment and other value-added processes.

The project aimed to enhance the properties of the material (softness and drape) and adapt to the necessities of the market e.g. cost.

The project required involvement from both client and manufacturer perspective, to develop a scalable and commercially successful product.

## Partners

ANANAS ANAM **ual:**



## Project Ecosystem



Masñu



RECYCLED LEATHER  
COMPANY  
PATENTED TECHNOLOGY

LUXTRA

nae  
Vegan Shoes



# Sustainable alternatives for COVID-19 PPE: biodegradable wipes and reusable mask made of pineapple leaf fibre

## Objectives:

- Obtain food grade standard sterilised fibres
- Yarn development, suitable for knitting
- Prototype a wipe with the fibres
- Prototype a 3D knitted facial mask
- Life cycle sustainability study and end-of-life roadmap



## Partners

ANANAS ANAM **ual:** centre for circular design

## Project Ecosystem

**Campden BRI**  
food and drink innovation

**Tearfil**  
Textile Yarns

**SYNERGY**  
RETAIL SUPPORT

**PERFECTUS**  
BIOMED GROUP

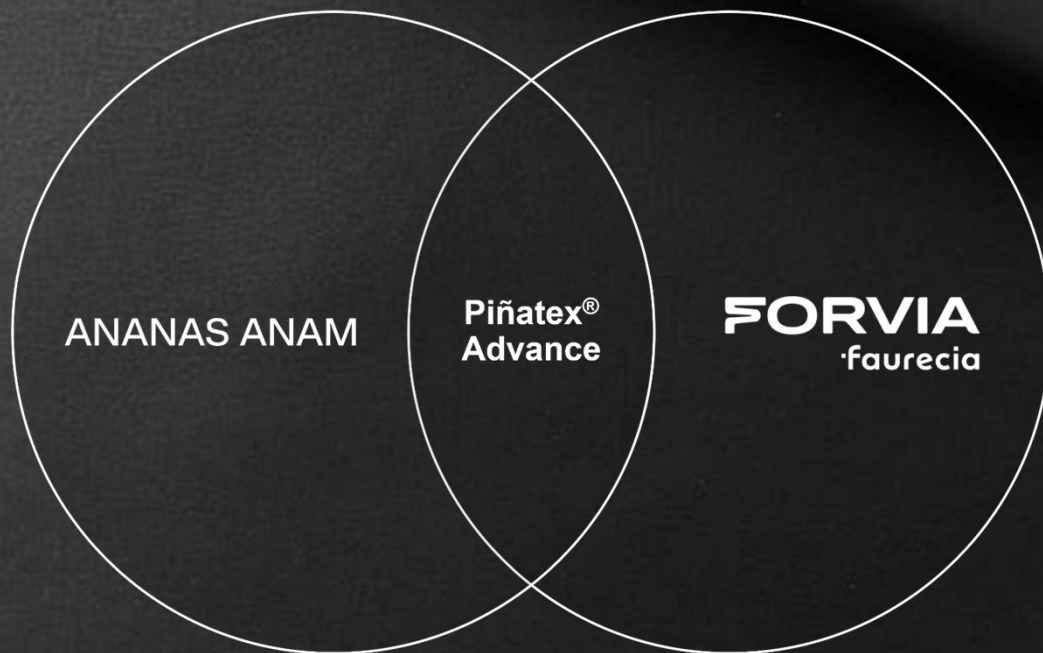
**eurofins** | **BLC**

**MANCHESTER**  
1824  
The University of Manchester

**SHIMA SEIKI**

# FORVIA x ANANAS ANAM – JOINT DEVELOPMENT AGREEMENT UPDATE

THE AUTOMOTIVE INDUSTRY ARE LOOKING FOR ALTERNATIVE MATERIALS



3-year development with Forvia is starting to get to the final stages and **we can transition from JDA to commercial agreement.**

Piñatex Advance sales mapping have started. 20 potential accounts have been identified and first calls with potential clients have taken place.

Automotive testing and supply chain still to be determined in December.

Piñatex Advance launch for the non-automotive sector to be planned for Q1/2025.



A close-up photograph of a black, textured material, identified as Piñatex Advance. The material is shown in a folded or draped manner, revealing a blue double-stitch line along one of its edges. In the background, a metal track with several circular holes is visible, suggesting an automotive or industrial application. The lighting is dramatic, highlighting the texture of the material and the contrast of the blue stitching.

# PIÑATEX® ADVANCE

Piñatex Advance to be launched for the automotive sector, but also fashion and interiors.

# Future Fibres Network+: All Cellulose Composites

- 6-month project funded by Future Fibres Network + (FFN+)
- Exploring composite development of woven Ananas Anam fabrics



Dr Helen Paine



Professor Kate Goldsworthy



Dr Raquel Prado Garcia



Professor Michael Ries



June Swindell







THANK YOU

ANANAS ANAM

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# R&D Discussion and Q&A





# Thank you

Scan the code to follow us on LinkedIn

