

WEBINAR RECAP

Haelixa



Proving Recycled Content.

How Physical Traceability Strengthens Textile Recycling Supply Chains.

SPEAKERS



Patrick Strumpf
CEO Haelixa

About Haelixa:
Physical DNA Traceability Solution

Jennie Peterson
Partner of New Focus Textiles

About New Focus Textiles:
Recycled fibre manufacturing & yarn production



Why physical traceability is the missing piece

According to a 2025 Sourcing Journal survey of 450 fashion industry stakeholders, while 46% of businesses have visibility to Tier 4, only 44% are doing any form of verification, and that figure includes basic digital reconciliation, not physical verification. The majority are still relying entirely on supplier declarations & certificates.

The case study

“Physical tracing adoption has been strongest where the fraud risk is highest: with organic cotton or cashmere. But now there is a compelling new use case: marking recycled fibres not just to prove origin and movement through the supply chain, but to attribute specific technical and performance characteristics to the finished product.

*BROOKE ROBERTS-ISLAM — WEBINAR MODERATOR,
FORBES & BUSINESS OF FASHION*

Haelixa x New Focus Textiles: Proving recycled cotton

- 01** New Focus Textiles is a woven fabric manufacturer working with their own recycling facility giving them full control over every variable in the feedstock process.
- 02** Their challenge: no industry standard exists to classify quality levels in recycled cellulosic fibres, making it impossible to prove their premium product was superior to generic market alternatives.
- 03** The solution: Haelixa TraceDNA™ was applied onto New Focus's shredded recycled cotton fibres. The DNA marker is engineered to survive the full spinning, weaving, dyeing and finishing process without any impact on quality.
- 04** Haelixa qPCR testing confirmed the tracer's presence at 99.9% accuracy. The Certificates of Analysis can be uploaded directly into a digital interface or traceability tool (TrusTrace, Textile Genesis, retraced, aware)
- 05** The outcome: a verified, tamper-proof way to differentiate New Focus's recycled cotton, attribute specific performance data to marked batches, and give brands the evidence to communicate confidently with consumers.



Shredding the
fabric



TraceDNA™ applied



Spinning



Forensic
verification

Jennie Peterson
Partner New Focus Textiles



- The recycled cotton market has no quality classifications - **any recycled cotton is treated equally regardless of process.**
- Zero performance difference between marked and unmarked yarn from the same feedstock, the TraceDNA™ is completely inert to quality and certifications.
- **Better feedstock** means fewer neps in production, fewer quality control issues downstream, and a measurable ROI argument for brands having better yarns in their garments.
- **Implementation concerns** (cost, downtime, lead time) proved to be non-issues: 1 day at the recycling mill, 1.5 days at the spinner, and no long-term impact on production flow.
- **The implementation was also driven by anticipation of** upcoming European regulation (DPP), origin verification, recycled content claims, and greenwashing scrutiny are already on the horizon.

💡 The physical tracer is a bridge between the physical reality and the digital records that exist in the supply chain. We wanted to identify that our recycled fibres have been used throughout and to show that this is a higher level of quality.

Jennie Peterson

Patrick Strumpf
CEO Haelixa

Haelixa

- **The DNA marker functions like a programmable barcode, encoding brand, collection, fibre origin, or blend ratio. Two distinct markers can coexist in the same fibre or garment.**
- **Security is exceptionally high. The DNA marker is invisible and cannot be removed without the decryption key. The same technology secures precious minerals and gemstones, where the stakes are higher.**
- **100ml of solution marks over 10 tonnes of material. The concentration required is minimal, which is why the DNA marker doesn't affect quality and scales without friction.**
- **Digital traceability platforms openly acknowledge their data is only as good as the physical verification behind it, we work with them as partners, not competitors.**
- **Loads of brands are doing the work but hesitant to say so, one imperfect data point invites a greenwashing accusation. Verified physical evidence removes that hesitation.**

“ We inform the supply chain that the material is marked and fully traceable. That transparency alone reduces fraud by over 50%, an added benefit of the DNA marker before a single verification is run.

Patrick Strumpf

READY TO GET STARTED?



If this webinar raised questions about your own traceability strategy, we'd love to talk. Whether you're a brand, manufacturer or recycler, our team is here to help you find the right entry point.



haelixa.com
newfocustextiles.com



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“The question is no longer whether traceability will be required, it's whether your proof will hold up when it is.

Patrick Strumpf