

ADIDAS UNVEILS ITS FIRST PRODUCT WITH SPINNOVA



- The adidas TERREX HS¹ is the first product created in partnership with textile material company, Spinnova
- Part of the hoodie's fabric is made from wood-based fibres
- The adidas TERREX HS¹ is a step on adidas' journey to create nine out of 10 articles with a more sustainable technology, materials, design or manufacturing method by 2025

Herzogenaurach, 10 February, 2022: Eight months after adidas announced its partnership with Finnish textile material company Spinnova, the brand has unveiled its first product made in part with Spinnova fibres.

Composed of a minimum of 25% wood-based fibres and 75% organic cotton, the adidas TERREX HS¹ is a mid-layer for hikers that sees adidas exploring a more sustainable textile solution.

adidas is committed to helping end plastic waste via a three-loop strategy that consists of using recycled materials, materials that can be remade into entirely new products, and, in the case of Made with Nature, products created in part with natural ingredients, such as the adidas TERREX HS¹. Its outdoor brand, adidas TERREX, is leading the innovation of technical materials with the aim of helping drive better product solutions for adventurers in nature while ensuring there is no compromise on style or performance.

By 2025, nine out of 10 adidas articles will carry a more sustainable technology, material, design, or method of manufacturing and adidas' partnership with Spinnova is a major part of this journey.

Carla Murphy, General Manager of adidas TERREX, explained why the partnership with Spinnova is so important: “adidas’ commitment to sustainability is longstanding. Progress is about learning and constantly moving forward – and for adidas this also means partnering to innovate in new areas. At Terrex we are on a journey to drive greater sustainability of our technical apparel and we're constantly looking to find new ways to help end plastic waste. Working with Spinnova is another step on this journey.”

The adidas TERREX HS¹ is the first product to emerge from this partnership. This unisex mid-layer is a piece of multi-functional gear that works on the trails and then rolls up into its hood for easy storage or to create a pillow on longer adventures.

Made in part with Spinnova technology, a minimum of 25% of the fabric in the adidas TERREX HS¹ comes from wood-based fibres that are mechanically grinded to avoid the use of harmful chemicals. Working with the material’s natural color and without using any dyeing or bleaching chemicals, the TERREX HS¹ also uses less water than the standard dyeing process.

“Spinnova is on a mission to transform the raw material base of the global textile industry by providing radically sustainable and high-performance textile materials. We are very proud of the revolutionary results our teams have accomplished together. Today’s launch is a major milestone on our joint commercial journey,” says Spinnova’s CEO and co-founder Janne Poranen.

A limited number of the adidas TERREX HS¹ will be made commercially available on adidas.com and in other selected retail outlets from July.

As an investor in their breakthrough technology for manufacturing textile fibres out of renewable materials, adidas is working with Spinnova to scale-up production of Spinnova fibres for use in more products.

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ABOUT ADIDAS

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of €19.8 billion in 2020. adidas’ sustainability mission is to help End Plastic Waste through forging partnerships and developing product innovations that either: use recycled materials, are made to be remade or are made with nature. adidas has set big goals for the coming years: replacing virgin polyester with recycled polyester wherever possible by 2024, (by the end of 2021 already more than 70% of its polyester was recycled), 15% reduction of CO₂e emissions per product by 2025, 30% value chain GHG emissions reduction by 2030 and climate neutrality (CO₂e) in the entire value chain by 2050. For more information visit: adidas.com/sustainability

ABOUT SPINNOVA

Spinnova transforms the way textiles are manufactured globally. Based in Finland, Spinnova has developed breakthrough technology for making textile fibre out of wood or waste, such as leather, textile or food waste, without harmful chemicals.

The patented SPINNOVA® fibre creates zero waste and side streams or microplastics, and its CO2 emissions and water use are minimal. SPINNOVA® materials are quickly biodegradable and circular. Spinnova is committed to using only sustainable raw materials such as FSC certified wood and waste.

Spinnova has received awards from e.g. the Fast Company, ISPO, Scandinavian Outdoor, ANDAM, Monocle and Marie Claire UK.

Spinnova's shares (SPINN) are listed on the Nasdaq Helsinki First North Growth Market.

SPINNOVA®home: www.spinnova.com

Corporate & IR site: www.spinnovagroup.com