

## **JRC-REFLEX expands its recycled ranges**

*Retro-reflective materials maker JRC-REFLEX has stepped up the recycled content of its ranges with recycled polyester, recycled polyamide, recycled elastane and even recycled glass microbeads. A move that aligns its product offering with Performance Days' renewed focus on sustainable innovation.*

Specializing in light-reflective materials, JRC-REFLEX has progressively expanded its offering of recycled references in all of its ranges, including fabrics and trimmings and across its entire palette of colors.

The company's knitted fabrics are made in 80% recycled polyamide with 20% recycled elastane with recycled glass microbeads embedded in a polyurethane polymer coating to reflect light. The mechanical stretch woven fabrics are made with 100% recycled polyester and coated with recycled glass microbeads.

"The next step for our research and development teams is to introduce recycled polyurethane, but we have yet to find a way to do this while remaining in a reasonable price range," says JRC-REFLEX CEO Céline Cugerone. The company plans to shift its entire production to fully recycled materials before 2023.

A series of eight new colors will also be introduced at the Performance Days show in the company's four-way stretch reflective fabrics, in response to market demand for a wider array of colors.

The dual reflection range, introduced earlier this year, is one of JRC-REFLEX's fastest growing ranges. It is based on a novel dyeing method that makes the microbead embedded material reflect a different color when a source of light is directed at it. The standard collection pairs white or black with four different pastel tones, but the company can customize the color combination to a brand's specific requests.

As the market shifts to sustainable materials, JRC-REFLEX continues to increase the recycled content of its products to offer novel high-tech but low impact solutions that combine safety with cutting-edge aesthetics.

### About JRC-REFLEX

JRC-REFLEX is a manufacturer of high-quality retro-reflective fabrics and trimming. Founded in 1988, the company is based in Romans, France. Its state-of-the-art factory is located in Bergamo, Italy.

### Press contact

Céline Cugerone

Tel: +33 475 025 770

Email: [info@jrc-reflex.com](mailto:info@jrc-reflex.com)