Ananas Anam expands its products and a vision on regenerative business modelling

Background

By addressing the crucial challenges in renewable and regenerative materials and efficient supply chains for the fashion and textiles industries, the BFTT_SME_R&D
Programme, part of the UAL Business of Fashion, Textiles and Technology (BFTT, UAL), delivered by the Art & Humanities Research Council (AHRC) and hosted at University of the Arts London, aims to support Small to Medium-sized Enterprises (SMEs) by implementing Research & Development (R&D) into their business models, services and products.

Ananas Anam is one of the UAL BFTT-funded SMEs. Ananas Anam invented Piñatex® - a pioneering plant-based textile made using pineapple leaf fibres. It is vegan, carbon neutral and free from harmful chemicals - an alternative to the leather used by fashion, textiles, and interior markets. By using 95% of renewable resources and saving waste equivalent to 12 KG CO2 per linear metre of Piñatex® material produced; the company reduced its dependency on animals and fossil fuel derived products and became a socially responsible B-Corp business by helping local farmers to turn their waste into a diversifying income opportunity.



Overview

Growing consumer demand for sustainable products and socially accountable businesses are creating opportunities for Small to Medium-sized Enterprises (SMEs) to innovate, re-imagine and future-proof their offerings. However, the concerns over climate change and shifting regulations, while not having enough business support is preventing the businesses to innovate and it requires a radical shift in policy and substantial investment into R&D for businesses to flourish, decarbonise, and help the UK economy to meet the net zero target by 2050.

Ananas Anam, the company behind Piñatex® was able to achieve just that, by reducing its carbon emissions, reducing water stress, innovating its products and acting sustainably by ending the throwaway culture of regenerative materials that would otherwise be burnt and further damage our environment. Their pioneering approach and progressive business model are driven by creative thinking, the use of new technologies, and showing that ethics and business can be combined successfully to achieve a zero-carbon future in an uncertain world.

The BFTT funding provided Ananas Anam access to a leading Academic Mentor, Professor Kate Goldsworthy, and a Project Lead and R&D Fellow Laura Solomon, who both worked with the R&D Company Lead, Dr Raquel Prado, to develop new functionality and applications for a bio-based, non-woven, sustainable alternative to leather. Additionally, Ananas Anam's partnership with Dole Sunshine Company and collaborations with large fashion groups ensured that while they continue to grow as a business, their message, values and ethos remain fully aligned, from pineapple leaf fibre extraction to the use of Piñatex® in textiles, footwear, accessories and interiors as a sustainable material.

Recent Awards:

European Inventor Award (European Patent Office)

Fixing the Future, Royal Society of Chemistry

Zero Waste Awards

Collaboration Award, PETA Fashion Awards

Sustainable alternatives for COVID PPE Innovate UK

MADE FROM UP TO 95%
RENEWABLE RESOURCES

SCALABLE WITH 27 MILLION TONS OF PINEAPPLE LEAF WASTE GENERATED ANNUALLY

> MADE USING AN INNOVATIVE AND PATENTED PROCESS

PIÑATEX



vegan cruelty-free carbon neutral free from harmful chemicals



BETTER
CHOICE FOR
A BETTER
FUTURE

MADE FROM WASTE PREVENTING EQUIVALENT TO



FROM BEING RELEASED INTO THE ATMOSPHERE, PER LINEAR METER OF PIÑATEX

