

TECHNOLOGY AND  
VALUE-CHAIN SOLUTIONS  
FOR COMMUNITY-LED  
TEXTILE-TO-TEXTILE  
RECYCLING

HERNIEUW PTY LTD

OPPORTUNITIES AND CHALLENGES

# FEMALE-LED ARTISANAL RECYCLED TEXTILES

Artisanal nonwoven recycled textile using small manufacturing equipment. The recycling solutions:

- Are designed for smaller volumes, spaces and budgets
- Support resource efficiency objectives for localised recycling
- Enables manufacturing as a service
- Has potential help informal waste sector workers enter the formal economy

We are in feasibility assessment stage with a working solution and some sales income

R&D was self-funded

Member of Future Females CE Accelerator

Co-recipient of DSI CE Demonstration Fund grant

Craft & Design Institution Scale Fund

TIA Grassroots fund (status referred as my ask does not fit the fund's scope)



# How are we doing

2020

2021-2022

2023

2024

2024.....

Online second-hand garment sales

Wall art and home accessories sales

Fund raising and other support initiated



Textile waste value chain that benefits communities to participate in the formal economy

Needle felting R&D starts

Novel applications with remanufactured textiles

DSI CE Demonstration Fund grant

Future Females CE Accelerator

Craft & Design Institute Scale grant

TIA Grassroots fund (referred)

# CHALLENGES

- External barriers:
  - Funds are available but does not cover what we need to cover (eg overheads and salaries)
  - Access to specialist assistance such as financial and new economics modeling
  - Scope and variety of feasibility funding is limited
  - Access to makers spaces without having formal institutional funding
  - Committed funding don't pay when they were contracted to do so
  - Funds appear to be feasibility for you but later turns out not what you need
  - Product competing with virgin imports
- Internal barriers:
  - Hidden expenses to access funding that are not always apparent, e.g. SARS VAT registration, accounting packages, FICA, etc
  - Funding applications are burdensome. Fund raising is a fulltime job
  - SMEs don't have inhouse lawyers and accountant

# OUR PRESENCE

## Social Media

### Facebook

<https://www.facebook.com/hernieuw>

### Instagram

[https://www.instagram.com/her\\_nieuw/](https://www.instagram.com/her_nieuw/)

### LinkedIn

<https://www.linkedin.com/company/hernieuw/>

<https://www.linkedin.com/in/gueraromo>

### Craft & Design Institute - PEEK

[https://peek.org.za/product-category/spaces/?filter\\_vendor=1073](https://peek.org.za/product-category/spaces/?filter_vendor=1073)

### Website (Inactive at present)

<https://hernieuw.com/>

## Company Information

### Operating address

185 Hoyt Crescent

Moreleta Park

Pretoria

### Business Registration Number

2020/599739/07

### Tax Registration Number

9237807244

### BEE

Level 4

## Contact

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