

Finland to lead the way as a designer of cellulose-based products

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The combination of strong design competence and cutting-edge cellulose-based technologies can result in new commercially successful brands. The aim is for fibre from wood-based biomass to replace both cotton production, which burdens the environment, and polyester production, which consumes oil. A research project launched by VTT Technical Research Centre of Finland, Aalto University and Tampere University of Technology aims to create new business models and ecosystems in Finland through design-driven cellulose products.

The joint [research project](#) is called Design Driven Value Chains in the World of Cellulose (DWoC). The objective is to develop cellulose-based products suitable for technical textiles and consumer products. The technology could also find use in the pharmaceutical, food and automotive industries. Another objective is to build a new business ecosystem and promote spin-offs.

The breakthrough for these new products and services is expected to take a few years. State-of-the-art cellulose processing technologies could generate production value of up to EUR 2

Provided by VTT Technical Research Centre of Finland

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