

Swedish company TreeToTextile announces new Chairman of the Board and new Chief Executive Officer – to help scale the fiber technology

In conjunction with its Annual general meeting on May 29, the fiber technology developing company TreeToTextile, announced a new Chairman of the Board – Ole Terland, Senior Vice President of SCA AB, and a new Chief Executive Officer - Roxana Barbieru, Vice President of Emerging Business & Alliance Management at Stora Enso's Biomaterials Division.

Ole Terland has spent over three decades in the forest industry segment managing businesses in graphical papers, packaging, hygiene products as well as pulp and has been based in four European countries. Ole Terland currently serves as the Senior Vice President at SCA AB. Ole Terland brings a wealth of knowledge from the industry, which is of importance when TreeToTextile now starts the process of commercially scaling the technology to the market.

- TreeToTextile has a truly unique technology, and it is a privilege to be part of the journey to widely spread this technology and reduce the climate impact of the textile industry, says Ole Terland.

The textile industry is facing complex challenges. There is a need for more sustainable and bio-based textile fibers at an affordable cost. TreeToTextile has the potential to disrupt the textile industry under its mission Better fibers to all.

To support the company's commercialization journey, TreeToTextile has appointed Roxana Barbieru, PhD, MBA, as its next Chief Executive Officer as of June 1, 2023. Currently, Roxana Barbieru is Vice President of Emerging Business & Alliance Management at Stora Enso's Biomaterials Division, and Board member of TreeToTextile since 2019.

Roxana Barbieru has 20+ years of experience in international management across multiple industries, including textiles, consumer goods, and renewable materials. Her areas of expertise cover general management, the scaling of new businesses, mergers and acquisitions, and patenting, among others.

- We warmly welcome both Roxana and Ole to leading our business and its commercialization. Together they will contribute with unparalleled experience that will help us scale our technology to the market, build alliances and lead the important work forward, says Nils Månsson, Chairman of Board of TreeToTextile, and Category Manager of Inter IKEA Group.

He also added:

- I wish to take the opportunity to thank our current CEO Marie Grönborg for her contributions and leadership in building and developing the TreeToTextile team to meet the needs of industrial upscaling. We wish Marie all the best in her future challenges and roles, Månsson says.

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TreeToTextile was established in 2014 by entrepreneur Lars Stigsson, H&M Group and Inter IKEA Group with the objective to develop and commercialize a more sustainable process for man-made cellulosic fiber, and put it on the market rapidly. In 2016 the first fiber-volumes were produced and in 2017 an initial proof of concept was developed. Stora Enso joined in 2019, and in 2021, the announcement of establishing a Demo plant at Stora Enso's premises in Nymölla (now owned by American paper company Sylvamo), was communicated. The investment has been supported by the Swedish Energy Agency and the Demo plant is to be inaugurated during 2023.

- I am really excited to join TreeToTextile and take over the helm as CEO. I look forward to working with TreeToTextile's outstanding team, strong owners, and innovative partners to make sustainable textile fibers accessible to all, says Roxana Barbieru about her upcoming role as CEO of TreeToTextile.

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About TreeToTextile

TreeToTextile AB is a Swedish-based gamechanger within the textile industry with an important mission to deliver Better fibers to all. Supported by our strong owners H&M Group, Inter IKEA Group, Stora Enso and LSCS Invest, we develop and commercialize a new innovative cellulose-based fiber-technology, to provide a versatile fiber with low environmental impact at a low production cost.

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