

Walmart partners for zero-waste carbon-capture pilot

What is it?

Walmart is partnering with Rubi Laboratories to capture carbon emissions from its supply chain and convert these into a garment prototype – with zero waste.

The patent-pending process converts carbon emissions by spinning cellulose into carbon-negative, resource-neutral viscose, lyocell and rayon for clothing and other materials.

Why does it matter?

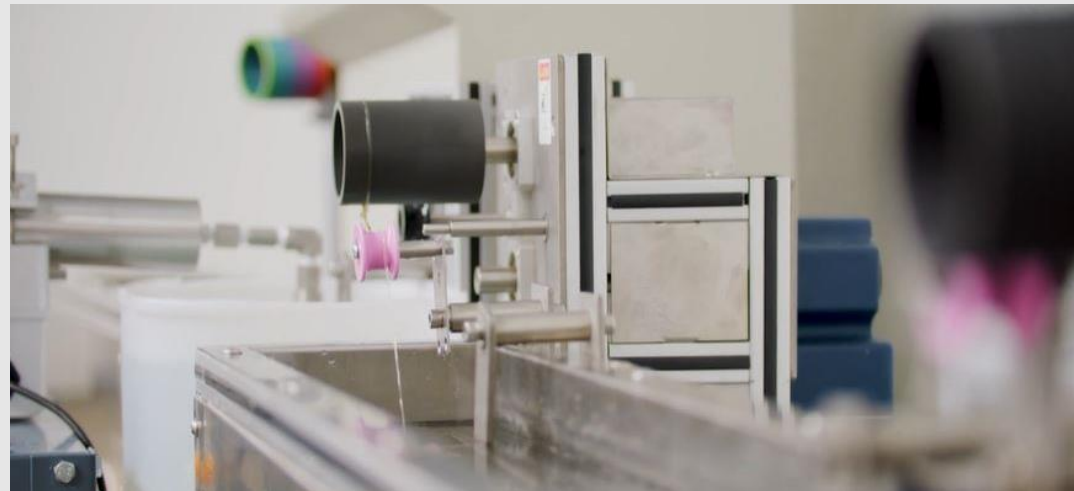
The pilot will determine how this technology could be integrated at a larger scale and test the textile's performance in a prototype garment.

Strategic implications:

Innovative, sustainable solutions will revolutionise the industry as retailers push towards net zero carbon goals.

STEPIC drivers/Winning Strategies:

Innovative sustainable materials
Innovation and ingenuity



"At Rubi, our goal is to ensure a thriving future by restoring Earth's ecological balance with reimagined supply chains."

"Walmart's ability to mobilise positive impact across its supply chain could be massively impactful."

Neeka Mashouf, co-founder and chief executive, Rubi Laboratories

