
ADN Group Partners with CNRS

New Ambitions for Composite Materials Recycling

Newsletter - December 3, 2024

ADN Group, a mission-driven company and owner of the ADN Skis brand, is opening a new chapter with a strategic pivot and a new direction.

After pioneering a new era of innovation in eco-design and ski recycling in 2021, ADN Group is now expanding its reach in the industrial sector by deploying a broader composite material recycling process. To achieve this, ADN Group has partnered with CNRS to conduct a study aimed at overcoming the challenges of large-scale recycling. ADN Group reaffirms its ambition to transform the composites industry into a model of sustainability and innovation. This project is part of a comprehensive approach that paves the way for a more responsible future for companies, recyclers, and helps prevent additional costs for consumers. To secure the sustainability of its operations, ADN Group has launched a €1 million fundraising campaign. <https://adngroup-solutions.com>

From Ski to Industry: "Recycling Mission"

ADN Group launched ADN Skis to meet the needs of the ski industry. Camille Lambert, the founder, aimed to create eco-designed skis that would revolutionize their end-of-life process, enabling full recycling of these products, which had previously been shredded. With this success, ADN Group patented a process that results in 100% recyclable skis. Building on this success, which has already shifted traditional manufacturers' practices, ADN Group now seeks to expand its approach by addressing the broader composite material recycling market.

The Strategic Pivot: A Global Commitment

ADN Group is making a strategic shift and is evolving to meet the growing demands of a circular economy across various sectors: sports, automotive, transportation, and energy. The goal is to offer recycling solutions for a wide range of industrial applications targeted at recyclers while reducing the environmental impact of composites. To embed sustainability and end-of-life management of products at the heart of industries, ADN Group has partnered with CNRS scientists to start a collaborative study that tackles the challenges of large-scale recycling.

A Strategic Partnership with CNRS: Developing a Unique Technology for the Circular Economy

The innovation developed by ADN Group and the ICMCB research laboratory (Institute of Chemistry of Condensed Matter of Bordeaux, CNRS - University of Bordeaux - Bordeaux INP) facilitates the dismantling and separation of composite materials while maintaining the integrity of the materials, without resorting to destructive processes. This ensures optimal

quality of recycled materials. By combining industrial expertise and scientific excellence, ADN Group strengthens its position as a leader in eco-innovation.

<https://www.icmcb-bordeaux.cnrs.fr/>

€1 Million to Grow ADN Group

This is the second fundraising campaign organized by ADN Group to scale its operations. In April 2024, €100,000 was raised from financial partners to support ADN Group’s research and development activities. Now, ADN Group is aiming higher. The €1 million raised will be used for the industrialization of dismantling processes and their commercialization.

ADN Group: A Mission-Driven Company Pursuing Excellence

True to its values, ADN Group is a mission-driven company that places sustainability and environmental impact at the heart of its priorities. Already a member of 1% for the Planet, the company is involved in high-impact projects such as donations to Mountain Riders and Redeem Equipment and is actively pursuing certifications like the BCorp label and the Mer Initiative Remarkable certification to validate its commitment.

