
OrthoLite Introduces Cirql Midsole Foam Solution to Revolutionize and Drive Sustainability in the Footwear Industry

OrthoLite Cirql is the first-ever EVA plastics-free, recyclable and compostable midsole foam with an end of life solution.

AMHERST, Mass. (March 1, 2022) – [OrthoLite](#), the 25-year industry leader of branded, high performance, comfort footwear solutions, today unveils its latest foam innovation to drive sustainability in the footwear industry: **Cirql**.

OrthoLite Cirql is the world’s first EVA plastics-free, recyclable, biodegradable and industrially compostable foam solution. Providing the world’s first, circular product lifespan solution in footwear manufacturing, Cirql offers a soil-to-soil solution. Composed of a chemical-free, plant-based foam, Cirql is a revolutionary alternative to conventional EVA plastic materials.

To achieve this 360-degree, end of life solution for the footwear industry, Cirql developed and utilizes a zero-waste, chemical-free foaming process. The ground-breaking process ensures unmatched sustainability in a midsole that delivers on OrthoLite’s highest standards of comfort and performance.

Developed in exclusive partnership with [Novamont](#), a global leader in the advancement and manufacture of biodegradable and compostable bio-products, Cirql enables footwear brands and their factory partners to move away from the toxic and hazardous chemicals currently used in footwear production.

“At OrthoLite, operating sustainably has been central to our DNA since our inception 25 years ago, and Cirql represents our continued commitment to this effort and a natural extension of our brand,” said [Glenn Barrett](#), OrthoLite founder and CEO. “Worldwide footwear production has increased by over 20% since 2010 with no signs of slowing down. As an industry, the onus is on us all to help mitigate our environmental impact on the planet. It’s going to take commitment and a concerted team effort, but Cirql is a major step in that positive direction.”

Cirql is source grown from GMO-free plant material, free of any “forever chemicals,” and is developed through the zero-waste, chemical free production process. To ensure transparency and measure its claims, Cirql is a patented innovation that has undergone extensive third-party analysis and a complete Life Cycle Assessment. It is REACH-certified (EU) and a USDA Certified Bio Preferred® Product. Altogether, these verifications confirm understanding of the full environmental impact of the product, including production, manufacturing, transportation and distribution.



Furthermore, at the end of the product's useful life cycle, Cirql foam has been certified by [Din Certco](#) to be fully compostable by industrial and commercial composters. When properly composted, Cirql will biodegrade back to its natural state.

Cirql is headquartered in Ho Chi Minh City, Vietnam, and led by General Manager and Cirql Vice President Matt Smith. With more than 21 years of international experience in the footwear industry, Smith has built the Cirql division from the ground up, leading production direction, and establishing and managing partner relationships. Together with the Cirql team, he also facilitates the ongoing support and education required on the Cirql technologies, including: product development, innovation, and R&D.

“With its global reach and impact, Cirql technology sets a new standard in truly sustainable footwear,” said Matt Smith, General Manager and VP of Cirql. “Our flagship factory, the Vietnam Center of Excellence, is a model for the way we resource factories to evolve toward a zero-waste production process and end of life product solutions. Our model can be used as a template for footwear brands and their Tier 1 factory partners to move away from traditional and more hazardous materials and processes and into a new day in footwear manufacturing.”

Cirql is leading a new movement in the footwear industry. The technology is available to any and all footwear brands across the marketplace. Applications run the spectrum from athletic footwear to workwear, casual footwear, fashion and more. OrthoLite invites its partners to join them on this journey. For more information visit, [www.ortholitecirql.com](#) (placeholder).

About OrthoLite®

Celebrating its 25th anniversary in 2022, OrthoLite is the world’s leading supplier of open cell foam technology found in more than 500 million shoes across all categories each year from brands such as Adidas, ASICS, Bata, Clarks, Cole Haan, Converse, Danner, ECCO, Everlane Jordan, Kenneth Cole, Lacoste, New Balance, Nike, Reebok, Rothy’s, Sanuk, Timberland, Toms, Wolverine and Vans. OrthoLite has a long-standing history of meaningful partnerships and sponsorships that demonstrate a dedicated commitment to supporting its customers, consumers, brand partners and the footwear industry. OrthoLite is the Official Insole sponsor of the New York Yankees, and strong supporter of the [Two Ten Foundation](#). Stay up to date with company news by visiting [OrthoLite.com](#) and following OrthoLite on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). To learn more about the benefits of OrthoLite or to purchase a pair of insoles, visit [www.ortholite.com](#).