

Gen Phoenix is on a mission to realise a world where waste is no longer wasted.

About Gen Phoenix

Generation Phoenix (Gen Phoenix) delivers a new generation of materials for the next era of sustainability. Through a revolutionary circular process, Gen Phoenix rescues leather offcuts destined for landfill and regenerates them into premium, circular materials made from recycled leather fibre coveted by the world's most iconic brands for its beauty and durability.

The first step on that journey was in 2007 when the company introduced a first-of-its-kind recycled leather material for mass transportation seating. The company's visionary, ahead-of-his-time founder, Chris Bevan, was certain that waste from the leather industry was excessive and unnecessary, driving him to pioneer a process that rescues and transforms leather waste – leading a movement for sustainable manufacturing long before it was mainstream.

Approximately 2 billion sqm of leather is produced every year, with up to 60% of that going to waste and often ending up in landfill. For over 15 years, Gen Phoenix has been rescuing that waste, so far transforming circa 11,000 tons into high-performance, low carbon materials adopted widely across the world into multiple industries.

Since inception the Company's impact in the market and on the environment has been profound, with over 250 airlines flying the low-carbon, market-leading material. But the journey doesn't stop there. The recycled, high-performance material was quickly adopted across the mass-transport market and today, the company has produced enough material to cover over 4 million seats.

With a commitment to circular material innovation, Gen Phoenix has continued to lead through a relentless focus on pushing new technology development and increasing the sustainability of their products even further, expanding the range into new markets such as footwear and luxury leather goods, with recent launches with leading brands like Coach and Dr. Martens.

Gen Phoenix's state-of-the-art headquarters, based in Cambridgeshire, has 6 million m² annual capacity, is powered by 100% renewable electricity, operates a zero waste to landfill policy and is independently certified by the Global Recycled Standards, Recycled Content Standards, Higgs FEM and holds ISO 19001/14001/45001.

Transforming waste into circular, sustainable materials

Today brands are under immense pressure to reduce waste, meet aggressive net-zero emissions targets, and communicate their sustainability initiatives to their increasingly eco-conscious customer bases.

Gen Phoenix's recycled leather offers brands a sustainable material that doesn't compromise on performance or price. Offering up to 86% lower carbon footprint than traditional leather, Gen Phoenix enables brands to meet their environmental goals while benefiting from the intrinsic strength, comfort and luxury of natural leather.

The foundation of innovation for Gen Phoenix is not any one material, but a proprietary technology platform that can, at scale, break multiple waste sources down to the fibre level and re-entangle those fibres back together using the power of high-pressure, recycled water. The company's robust product pipeline includes multiple waste feedstocks, including end-of-life and plant-based feedstocks.

Gen Phoenix's commitment to sustainable innovation has been recognised at a global scale in 2024, earning the company Fast Company's Most Innovative Company Award, Fast Company's World Changing Ideas Award, Billboard Magazine's Most Sustainable Innovation at CES 2024, the Edison Award for Circular Solutions, and winner of the Red Cabin Trinity Award Sustainability Category. The Peterborough born and raised manufacturing company is equally proud of its third-party verifications that position it as the only verified manufacturer of recycled material in its category. Gen Phoenix is committed to sustainability data that is verified, transparent and honest, working with customers to create life cycle analyses that directly support their sustainability reporting needs.

Pioneering the future of circular materials and pushing the limits of innovation are directly aligned with the culture and commitment of Gen Phoenix. The company welcomes the opportunity to support like-minded brands on a journey to reduce carbon emissions and eliminate waste to landfill. Likewise, the company seeks out passionate individuals to join this purpose-based company – building a team that wants to make a true, impactful difference.

Growing Talent: Strengthening Teams

Gen Phoenix believes that the future of the organisation depends on attracting, developing, and empowering the next generation of talent. This year, significant strides were made in expanding teams by welcoming new graduates and apprentices into critical areas of our business, ensuring a strong foundation for continued growth and innovation.

The Technical Team and Process Engineering Team introduced a cohort of talented graduates who bring fresh perspectives, innovative thinking, and a passion for problem-solving.

By providing structured mentorship, real-world project experience, and opportunities for professional development, Gen Phoenix equips hires with the skills and confidence needed to thrive in their roles and make a meaningful impact on the company's mission.

Gen Phoenix offer apprenticeship programmes designed to offer hands-on learning, technical expertise, and the opportunity to work alongside experienced engineers. By combining classroom learning with on-the-job training, Gen Phoenix creates pathways for young talent to grow within the organisation, building a skilled and motivated workforce to maintain and improve operations.

Investing in Local Talent: Strengthening the Community

Gen Phoenix is proud to be part of the local community and believes that success is closely linked to the prosperity of the surrounding people and businesses. A commitment to hiring local manufacturing talent is a key part of the business recruitment strategy. By actively seeking out skilled individuals from the area, the workforce is strengthened, and the company is contributing to the economic growth and well-being of the community it calls 'home'.

Recruiting locally offers access to a talented pool of individuals who understand the unique challenges and opportunities within the region. It also creates meaningful job opportunities, providing pathways to stable and purposeful employment for local residents. This approach helps foster a sense of shared purpose, ensuring that the workforce reflects the communities we serve and allowing the business to stay connected with the local economy.

Additionally, by hiring locally where possible, commuting times and environmental impact are reduced, further aligning with the Gen Phoenix sustainability values.

For more information, please visit <http://www.genphoenix.com>.

Watch our video <https://vimeo.com/859293386>