## **Cirql® Welcomes Renaud Allaire as Development & Innovation Director**

**HO CHI MINH CITY, Vietnam (September 10, 2025)** –[Cirql®](https://www.cirqlinnovations.com), a Vietnam-based innovation company focused on developing scalable, less impactful, finished midsole components and material solutions for footwear brands, announces the appointment of [Renaud Allaire](https://www.linkedin.com/in/renaudallaire/?originalSubdomain=ch) as Development & Innovation Director.

With roots stemming from iconic footwear brands such as Puma and On Running, Renaud brings deep expertise in material science, product innovation, and sustainable manufacturing to Cirql.

Cirql’s range of innovations—including fully biodegradable midsoles and fully recyclable solutions—represents the next generation in footwear technology, supporting the company’s commitment to global sustainability, end of life solutions for footwear, and outstanding product performance.

"Renaud’s strategic leadership will help accelerate Cirql’s mission to transform the footwear industry through circularity, scalable innovation, and environmental responsibility," said Matt Thwaites, Vice President & General Manager of Cirql.

Renaud will be based in Ho Chi Minh City, and he will collaborate with leading international footwear brands to drive adoption of Cirql’s advanced materials—delivering value across production, end-of-life, and environmental impact.

For more information on Cirql’s innovative end of life solutions for footwear, please visit [Cirqlinnovations.com](http://www.cirqlinnovations.com)

**About Cirql®**

[Cirql®](https://cirqlinnovations.com/), a subsidiary of [OrthoLite®](https://www.ortholite.com/), is focused entirely on developing scalable and less impactful finished component and material solutions for footwear. Cirql offers finished components and premium materials that are either industrially compostable/biodegradable or fully recyclable made in the Cirql factory, which is GRS-certified. Cirql’s mission is to keep shoes out of landfills and with Cirql rTPU30 and Cirql Zero, and future product introductions, footwear brands and their factory partners have more material optionality to reach their own climate goals. Stay up to date with company news by visiting [CirqlInnovations.com](http://cirqlinnovations.com) andfollowing the brand on [Facebook](https://www.facebook.com/ortholite), [Instagram](https://www.instagram.com/ortholitefoam/), [Twitter](https://twitter.com/OrthoLite) and [LinkedIn](https://www.linkedin.com/company/ortholite/).