**Cirql® Expands Family of Recyclable Midsole Innovations with   
Cirql rTPU50**

**HO CHI MINH CITY, Vietnam (Sept. 22, 2025)** – [Cirql®](https://cirqlinnovations.com/), a leader in sustainable materials for the global footwear industry, introduces Cirql rTPU50—the newest addition to its fully recyclable midsole collection. This patented material is made with 50% GRS-certified post-industrial recycled TPU and produced using a chemical-free, supercritical foaming process. With 25 granted patents and dozens more pending worldwide, Cirql rTPU50 offers a scalable, fully recyclable midsole solution that empowers footwear brands to meet their climate and sustainability goals.



The global footwear industry is navigating an unprecedented regulatory environment, marked by stringent compliance demands and new legislation defining sustainability standards for product and messaging.

Cirql expands material optionality for footwear brands committed to building footwear with fully-recycled circularity. rTPU50 exceeds 2025 compliance standards by incorporating 50% GRS-certified, post-industrial recycled TPU materials directly into the foam using a patented supercritical manufacturing process.

“Our mission is to keep shoes out of landfills, first and foremost, and with Cirql’s rTPU50 we add another solution for footwear designers, brands and product creators committed to building circular footwear,” said Matt Thwaites, Vice President and General Manager of Cirql. “We are proud to offer footwear brands yet another trusted midsole material that will empower developers to build products that are aligned with climate goals.”

Cirql is committed to transparent, verifiable claims on its materials and processes. In November 2024, Cirql’s Vietnam factory obtained GRS certification.

Cirql rTPU50 is third-party tested and is available as a finished component or as polymer. Additionally, Cirql adds the option of a co-molded TPU outsole which removes the current bonding process, delivering a glueless, single material bottom unit. Cirql’s midsole foams can also be conventionally bonded to all outsoles on the market today.

Cirql's sustainable solutions for supercritical foams have currently dozens of patents filed worldwide. Of those patents, 25 are granted and in effect, with more on the way.

“We’re committed to authentic circularity by shrinking carbon emissions, offering next-generation sustainable material solutions, and eliminating hazardous substances from manufacturing, with traceability and trust,” said Thwaites. “We’re energized by the possibilities ahead and look forward to sharing more exciting Cirql developments this year.”

Best suited for lifestyle, casual, recovery, safety and golf footwear, Cirql rTPU50 will be available to footwear brands in Q3 2025. For additional information on Cirql, please visit https://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 , rTPU50 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/cirqlinnovations/), [Instagram](https://www.instagram.com/cirqlinnovations/),and [LinkedIn](https://www.linkedin.com/company/cirqlinnovations/).

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