



Baleena

www.baleena.co 

Baleena is working towards a world without microplastic pollution, beginning with preventing the flow of microplastic fibers into our waterways.

Over 2/3 of apparel is synthetic, made up of polyester and other petroleum-based fibers. Every time we wash our synthetic clothing, tiny but harmful microplastic fibers are released, making their way into our oceans, contaminating seafood sources, and even finding their way back into our drinking water. Baleena's filter technology seamlessly integrates into household washing machines, capturing these harmful microplastic fibers during every cycle, and empowering individual consumers to become part of the solution. With Baleena's filtration devices, each load of laundry becomes an act of positive change, a step towards a cleaner, healthier world.

Baleena was founded by an all-female founding team of University of Pennsylvania Materials Science engineers recognized by the Penn President's Sustainability Prize and Forbes 30 Under 30: Energy. Currently, Baleena is piloting with OEMs and CPGs in the laundry sector to take crucial steps toward refining the technology and expanding B2B, ultimately paving the way for broader implementation across the clothing supply chain.