

**Birla Cellulose**  
**spunshades**

# All our colors are green.

Birla Spunshades, a colorful & eco avatar of Birla Viscose to meet today's textile standards.



# Birla Spunshades- Adding color to your life



When the fibre/yarn/fabric is dyed down the process chain, the dye chemicals attach themselves to the surface and not penetrate the core. Hence, due to repeated washing, abrasion and exposure to light, these colors fade away. As a contrast, during the manufacture of SpunShades, pigment dyes are injected into the mix before the fibre is finally made. This ensures that the color is deep seeded inside each and every strand of the fibre, resulting in the longevity of colors of apparels/made ups made from Spunshades.

Over time, Birla Cellulose has become the world's biggest manufacturer and exporter of dyed fibre. This fact itself testifies the quality standards followed by the team at our plants to ensure that the fibre meets with all stringent norms in almost all textile-manufacturing countries of the world.



# What is life without a fair bit of color?

In our own small way, Birla Cellulose also adds color to your life. Birla Viscose in its colorful avatar known by the name of SpunShades is the culmination of indigenous efforts by the Aditya Birla Group in manufacturing colored viscose staple fibre to meet the demands of the consuming industries. Over the years, with the fine tuning of this self-developed technology, our spun dyed VSF have evolved as a truly world class product which is not only environment friendly by itself, but also renders the downstream processing eco-friendlier, by eliminating a number of wet processing stages involving the use of dyes/associated chemicals.

SpunShades from Birla Cellulose carries the prestigious Oeko-Tex standard 100 certification. SpunShades conforms to the high standards offered by Birla Cellulose products. This unique specialty product meets the stringent standards set by the textile industry in terms of washing, rubbing and light fastness.

Some of the advantages using Spunshades are:

- Easy availability in spectrum of fascinating colors
- Consistency in shades assured in extended lots
- Wet processing cost substantially lower
- Oeko-Tex certification
- Brilliant colors and tones
- Excellent fastness properties
- Softer fabric feel
- Eco-friendly

Both these platforms of cost reduction as well as environment friendly fabrics can be effectively used by our textile chain members to promote their fabrics/garments in the international markets. Not only in wovens, SpunShades is gaining more and more recognition in the Non Woven industry as well, especially for the manufacture of house care products.

Birla Cellulose has also taken various steps in promoting Spunshades with the value chain. Some of these steps including rationalization in dyeing charges, simpler classification of shades based on colour density for pricing, assurance of speedy delivery of standard shades etc. This is because we realize that usage of Spunshades will severely cut down on not only the processing costs incurred by our value chain partners but will also lead to elimination of many steps in the processing chain which will eventually lead to less of environmental pollution.

# Spunshades adds to the Carpet industry with its unique features

FIBRE	ADVANTAGES	DISADVANTAGES	USAGES
Wool	Resistant to flames warm and soft maintains its pile	Very expensive absorbs moisture needs care	Hotels, Conference rooms and Banquet halls
Birla Spunshades	Substitute for silk, bright colors, soft, natural, dope dyed	Pile flattens, low tenacity, high shredding, high soiling, needs dry cleaning	Wall hangings Prayer Rugs, Light carpet
Nylon	Very Strong, soft, Color retention (dope dyed) brilliant colors and hides soil and traffic well	Low Static Expensive	Wall to wall carpet
Olefin	Stain resistant, static, mold and mildew resistant. Color retention (dope dyed). Pile rigidity	Fibers split if exposed to sunlight. Static electricity	Wall to wall carpets, Area rugs
PSF/ PFY	Polyester is more colorfast than standard nylons, though not as tough or durable	Pile flattens but not crushed. High static	Largely used for shaggy
Acrylic	Soft and bulky as wool, Used mainly in level loops, bath mats, and some velvet carpet styles.	Expensive	Prayer Rugs, Bathmats



CARPET PROPERTIES	NYLON (filament)	NYLON (staple)	OLEFIN (Staple)	PET POLYESTER (staple)	BIRLA SPUNSHADES	WOOL	ACRYLIC
FIBER STRENGTH	Excellent	Excellent	Excellent	Excellent	Poor	Good	Good
APPEARANCE RETENTION	Excellent	Excellent	Fair	Fair	Good	Good	Good
STAIN RESISTANT*	Very Good	Very Good	Excellent	Very Good	Fair	Poor	Good
SOIL RESISTANT*	Very Good	Very Good	Fair	Good	Good	Poor	Good
CLEANING	Very Good	Very Good	Very Good	Good	Good	Fair	Good
AVAILABLE COLORS	Excellent	Excellent	Fair	Very Good	Excellent	Very Good	Good
PILLING & FUZZING	Excellent	Fair	Very Good	Fair	Fair	Fair	Good
RESISTANCE TO HOUSEHOLD CLEANERS	Very Good	Very Good	Excellent	Very Good	Poor	Fair	Good
PRICE	Very High	Very High	Good	Fair	Very Good	Very Good	Good





Birla Cellulose  
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Birla Cellulose  
**excel**



Birla Cellulose  
**modal**



Birla Cellulose  
**viscose**

# Birla Cellulose - Fibres with nature's richness

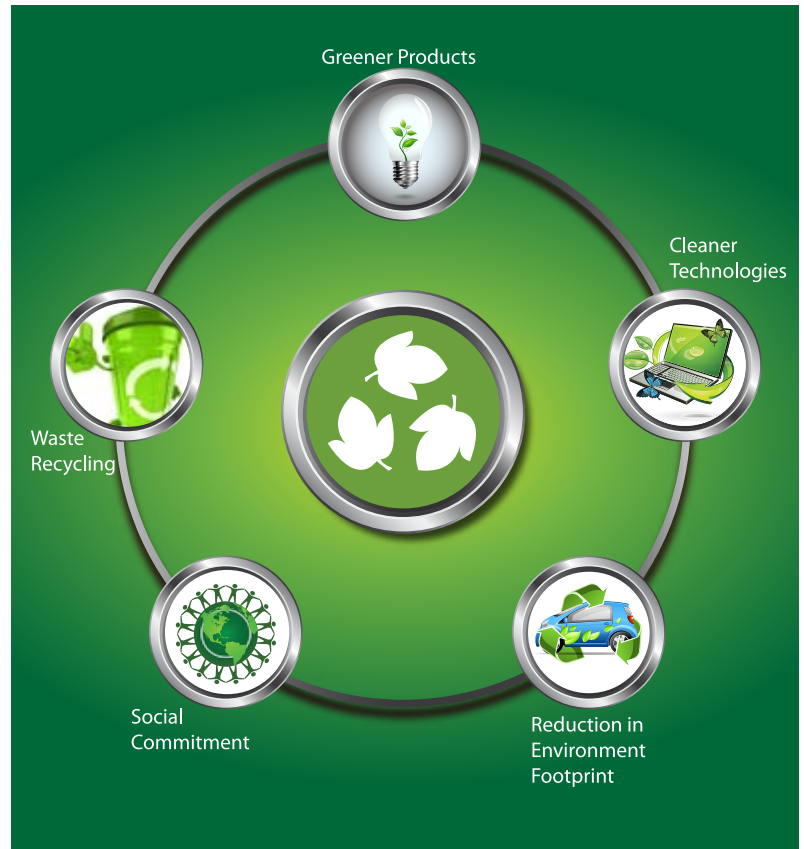
Birla Cellulose, a world leader in viscose staple fibre brings you the finest range of 100% natural based regenerated fibres for all your textile needs. Spread to multiple countries across the globe, with a commitment to R&D, Birla Cellulose has been enriching lives and the environment with its advanced eco-friendly products since 1954.

All Birla Cellulose fibres are known for some characteristic properties owing to their natural original and advanced technological processing.

## Caring for nature- The 360 life nature Symbiosis cycle

Birla Cellulose products are made from the choicest selection of wood pulp, a natural and renewable resource. Trees grown in managed plantations provide a 100% natural raw material for our fibre and they offer many environmental benefits.

Birla Cellulose is not just confined to eco-friendly products- every aspect of production process, right from the raw material origin to waste disposal takes care of the environment.



# Colors for everyone



4274



5715



9791



9635



1320



5240



4442



5784



9629



4365



5785



2925



5500



1450



9788





**ADITYA BIRLA GROUP**



**Birla Cellulose**

Fibres from nature

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