

ECOCEL

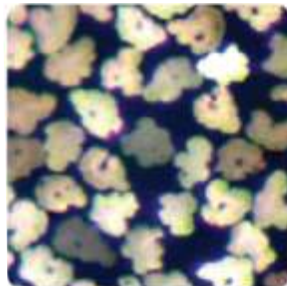
GREEN CHEMISTRY

A MILESTONE IN HEAVY METAL FREE PURITY

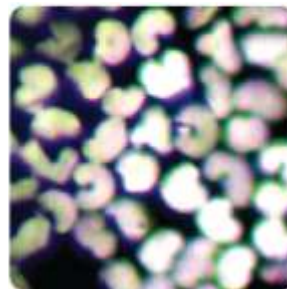
Birla Cellulose has patented the world's first and only heavy metal-free viscose fibre manufacturing process, which results in 100% naturally-based fibre that is ideal for next-to-skin applications – especially for babies.

Ecocel creates a soft, comfortable fabric with a smooth finish and beautiful drape. Combined with high moisture regain, high absorbency and Oeko Tex 100 Standard certification, Ecocel offers the perfect solution for all home uses.

The cross section of Ecocel is specially engineered with less serration, is bean shaped and influences the important attributes of softness, bulk and purity vital for home textile uses.



Zinc Heavy Metal Fibre



Ecocel Heavy Metal Free Fibre

Ecocel is also available as Spunshades the dope dyed fiber range from Birla Cellulose. Thus while the zinc free process helps improve the ecological balance; the dope dyed technology saves 30 liters of water for every meter of fabric processed.