

## Faitma & Birla Cellulose Collaboration for PV Dress Pant Sector Growth

Birla Cellulose launched their Spundyed VSF collection at the Infashion Exhibition on 15<sup>th</sup> March 2011. The new collection was released by Mr. Ramesh Poddar, President, FAITMA along with Mr. Manohar Samuel, joint president - Strategic Marketing, Mr. S. S. Pipara, Senior Vice President - Technical - Birla Cellulose.

A new dress pants shade card along with fibre, yarn & fabric samples was represented at the launch. Mr. Samuel joint president - Strategic Marketing - Birla Cellulose informed that the benefits of Spundyed VSF and technical recipe's from TRADC (Textile Research & Application Development Centre) would be available for PSF stock dyeing recipe for absolutely matching Spundyed VSF.

The recipe for weight reduction of Spundyed VSF based PV dress pants to match the feel of the Chinese based TR would be shared with the value chain partners, he said. The unique numbering system for dyed PV yarns, he said, would be made public through the value chain by FAITMA and the leading PV Spinners.

Mr. Samuel informed that India was uniquely placed in the US \$ 7 billion traded dress pant sector using polyester viscose as a blend due to spun dyed viscose fibre from Birla Cellulose. Around 125 thousand TPA of PV dress pants are made in India using Spundyed VSF from Birla Cellulose and stock

dyed polyester, he revealed. This product is unique and offers benefits in terms of: Uniform colours across extended lots; Superior colour fastness; Water saving; Less wastage and Superior product comfort.

Dwelling upon the challenge faced by the industry for growth, Mr. Samuel said that the main challenge was the solidity of colors in truly matching stock dyed Polyester with Spundyed VSF for a desired fabric color range. The other challenges were compatibility of the dyed PV dress pant material to the NaOH based weight reduction treatment which facilitates a high end drapy feel similar to the Chinese TR fabrics and high inventory at the spinner and the fabricator even for regular sorts which locks up funds as well as limits innovation.

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