spunshades
by Birla Cellulose

BRINGING ALIVE
THE COLORS OF FASHION
Birla Spunshades represent our dope-dyed range of viscose fibres that offer flawless drapes, impeccable fit, breathability while keeping you comfortable always. **Our unique Colour-Lock™ technology makes fabric fade-resistant and ensures best in class colour consistency even over long periods of usage.**

**Birla Spunshades fibres are 100% plant based,** made from wood pulp sourced from sustainably managed forests and manufactured in plants that adhere to highest global norms on environmental responsibility.

### Benefits

- 100% Plant Origin
- Safe For Planet
- Impeccable Fit & Finish
- Soft Feel
- Fade Resistant
- Longlasting Shine
- Skin Friendly
- Unmatched Flow

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![Image of children wearing blue suits]
Resilience & Sustainability at the Core

Birla Spunshades fibres are designed to ensure high quality premium product with an unmatched color consistency even over long periods of usage. Our unique Colour-Lock™ technology not only makes the fabric fade resistant but also enables considerable savings in resources such as water, energy and chemicals as it eliminates the conventional dyeing process in the downstream value chain, thereby lowering environmental impacts.

![Image of Spunshades Process vs Conventional Process]

**Spunshades Process**
- Colour (Pigment) is embedded into the core of fibre
- Higher color retention / fastness during wash
- Higher color retention / fastness during perspiration
- Uniform look

**Conventional Process**
- Colour is deposited only on the surface
- Poor color retention / fastness during wash
- Poor color retention / fastness during perspiration
- Non-Uniform look

Global Recognition

Spunshades Eco-enhanced

This fibre is made from FSC® Certified forests and follows a stringent protocol that can be tracked across the entire journey of fibre from source to the finished garment. Our proprietary GreenTrack™ tool leverages blockchain technology to trace the upward & downward value chains, ensuring supply chain transparency which is available for the eco-enhanced fibre. Partners can view this sustainability journey by registering on the GreenTrack™ page through a quick scan of the QR code and make an informed purchase decision.

![Image of Sustainability Credentials]

<table>
<thead>
<tr>
<th>Sustainability Credentials</th>
<th>Spunshades</th>
<th>Spunshades Eco-enhanced</th>
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</thead>
<tbody>
<tr>
<td>FSC®</td>
<td>--</td>
<td>✓</td>
</tr>
<tr>
<td>EU BAT</td>
<td>--</td>
<td>✓ (Applicable in specific production sites)</td>
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<tr>
<td>GreenTrack™</td>
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<td>✓</td>
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<tr>
<td>Unique Molecular Tracer</td>
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Scan to know more about GreenTrack™
Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain—from plantation to pulp, to fibre and to fashion—we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmenters) to build business bridges across geographies.

Contact Us

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