



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES

spunshades
by Birla Cellulose



**BRINGING ALIVE
THE COLORS OF FASHION**

SPUNSHADES

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



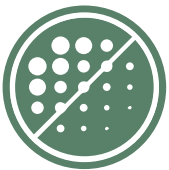
Safe For Planet



Impeccable Fit & Finish



Soft Feel



Fade Resistant



Longlasting Shine



Skin Friendly

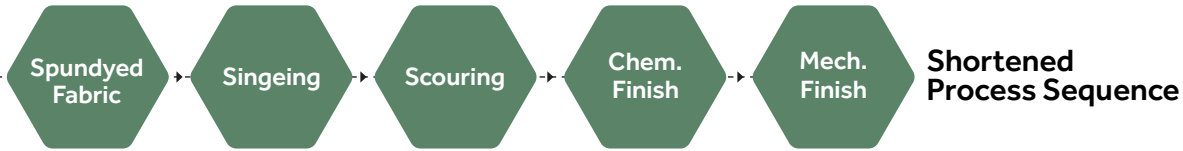


Unmatched Flow

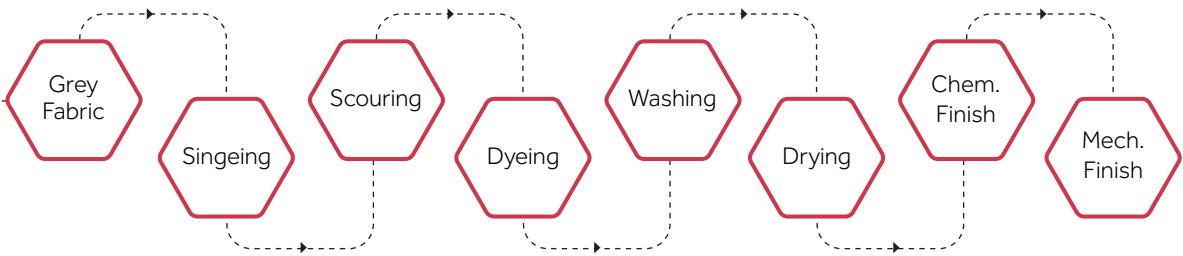


Resilience & Sustainability at the Core

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.



Spunshades Process (5 Stages)
vs
Conventional Process (8 Stages)



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.



Scan to know more about GreenTrack™

Product Portfolio

Sustainability Credentials	Spunshades	Spunshades Eco-enhanced
FSC®	--	✓
EU BAT	--	✓ (Applicable in specific production sites)
GreenTrack™	--	✓
Unique Molecular Tracer	--	--



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 garmentors) to build business bridges across geographies.



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