



**Birla Cellulose**  
Fibres from nature



**ADITYA BIRLA**  
CELLULOSIC  
FIBRES

# *Waeco<sup>TM</sup> modal*



**THE FUTURE OF FASHION**

# LIVAECO MODAL

Livaeco Modal is made from pulp procured from sources that are certified by the Forestry Stewardship Council (FSC) and follows a stringent protocol that can be tracked across the entire journey from source to the finished garment. Livaeco Modal fibres contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique **QR Code** which can be made available to the partners conveniently. Our blockchain technology-based tool – **GreenTrack™** is used to trace upward and downward value chain in Livaeco Modal to make an informed decision.



Fabrics made with Livaeco Modal are characterized by **flawless drapes, impeccable fit, luxurious softness while being high on resilience & strength.**

## Benefits



100% Plant Origin



Safe For Planet



Closed Loop Process



High Wet Modulus



Unmatched Flow



Impeccable Fit & Finish



Moisture Absorption



Soft Feel



Wrinkle Recovery



Longlasting Shine



Skin Friendly

## Global Recognition



# Resilience & Sustainability at the Core

Livaeco Modal fibres are designed to ensure high quality premium product that can be easily blended with other fibres and deliver softness, fluidity and luxurious touch to any fabric. **Our fibres are produced in units following a closed loop process that are compliant with the highest norms on responsibility.**

## Dimensional Stability:

Fabrics made with Livaeco Modal display high dimensional stability due to the morphological structure which imparts excellent elastic properties.

## Moisture Absorption:

Livaeco Modal absorbs moisture faster than natural fibres. The micropores inside the fabric absorb any water or sweat they come into contact with.



## Superior Performance:

High tenacity, wet modulus and elongation, makes fabric last longer with a luxurious look and feel.

## Brilliant Colours and Unmatched Lustre:

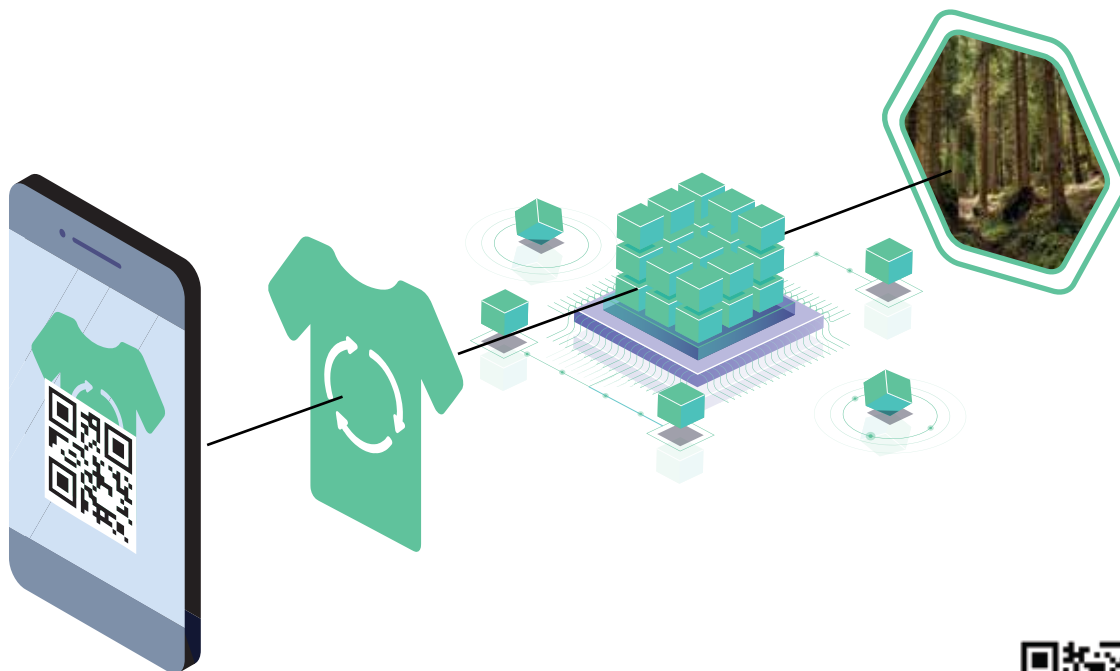
Perfectly even & deep color deposition, thereby bringing out the natural brilliance.

## Resilient Colours with Repeated Wear:

Livaeco Modal fabrics look new longer than other fabrics. Fabrics are highly resilient to sun bleaching, color bleeding and staining even after repeated washes.

# Trace the Source

**Livaeco Modal has a unique molecular tracer embedded in its fibre**, this tracer helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the partners conveniently.




## GreenTrack™

Blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Livaeco Modal to provide supply chain traceability.



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 garmentors) to build business bridges across geographies.

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## Contact Us

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