

NEWSLETTER VOL 22 | 2023

ABY CONSCIOUS FASHION

Elevating Performance Through
Purposeful Innovations



ABY™ Manufacturing Plants :



INDONESIA
PT. Elegant Textile Industry
PT. Indo Liberty Textiles
PT. Sunrise Bumi Textiles



GERMANY
Spinnerei
Lampertsmühle GmbH



THAILAND
Indo Thai Synthetics Co. Ltd



SLOVAKIA
Spilatex, s.r.o.

Head Office :
Menara Batavia, 16th Floor,
Jl. K.H Mas Mansyur Kav.126
Jakarta 10220, Indonesia

Phone : +62 21572 2442
Fax : +62 21572 7177
Email : info.abi@adityabirla.com
Website : www.adityabirla-yarn.com

Table of Contents:

GLOBAL MANUFACTURING & MARKETING PRESENCE	1
MESSAGE FROM THE DESK OF CMO	2
ABY POLYFORCE	3
ABY FIRESAFE	4
ABY DURASHINE	5
ABY ANTIMICROBIAL POLY	6
ABY PARTICIPATIONS	7
- ABY in YARNEXPO Shanghai, 28 TH -30 TH Aug 2023	
- ABY in TECHTEXTIL Mumbai, 12 TH -14 TH Sept 2023	

GLOBAL MANUFACTURING & MARKETING PRESENCE



**Global
presence
across**

70+
countries

- Manufacturing Location
- Marketing Presence
- Corporate Office
- Value Creation Facility



MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Readers,

I trust this message finds you in the best of health. We would like to extend our gratitude to all those who have shared their valuable feedback and support in response to our previous newsletters, which encourages us to develop more value-added and useful products for our customers.

I am thrilled to present the 5th edition of our Quarterly Newsletter, Conscious Fashion. This edition represents an exciting milestone as we move a bit away from only Fashion and introduce our latest innovations in Technical Textiles, pushing the boundaries of quality, performance, and safety.

Within the pages of this edition, we will shine a spotlight on some of our technical textile products:

ABY Poly Force Yarns: Crafted by wrapping polyester fibers around a continuous filament polyester during spinning, this innovative process results in a sewing thread that's incredibly strong and versatile, with the core comprising 60-65% of the thread, ensuring unparalleled durability and reliability in every stitch.

ABY FireSafe Yarns: Made from 100% FR viscose fiber, this yarn sets a new standard for safety and quality, especially in mattresses and other Home Textile products like furnishing, curtains, carpets, and others, meeting global OEKO-TEX 100 standards.

ABY Durashine: Offering excellent color fastness in sunlight, resistance to mechanical and chemical weathering, and UV radiation protection. The unique wet spinning process of Durashine guarantees exceptionally bright colors, excellent color retention, and weather resistance in fabrics.

ABY Antimicrobial Poly: It reduces microbial growth, curbing odors and enhancing fabric protection.

In addition to these developments, we are delighted to share about our participation in **Yarn Expo Shanghai** and **TechTextil India**, where we engaged with industry professionals and showcased our innovations generating very good interest from our customers and value chain partners.

We extend our appreciation for your continued partnership and for being an integral part of our community. At ABY, our commitment to delivering high-quality conscious products remains resolute.

Together, we are actively shaping a more sustainable and responsible future for the fashion industry and we thank you for your participation in the same.

Thank you.
Warm regards,
Anupam Dikshit
Chief Marketing Officer
Aditya Birla Yarn (ABY™)



ABY POLY FORCE

ABY Poly Force Yarns are the Poly-Poly Core spun yarns. Also, known by various other names such as Poly-Wrapped Poly Core Thread or Poly Poly Core, ABY Poly Force Yarns are made by wrapping staple polyester fibres around a continuous filament bundle of polyester during spinning, and then plying these yarns into a sewing thread. The continuous filament polyester core makes up approximately 60-65% of the thread construction.

FEATURES

- Superior Sewing Abrasion Resistance.
- Superior Breaking strength.
- High Seam Strength.
- Creates smoother, softer handle to the sewn seam than conventional sewing threads.
- Stronger than same sized spun polyester threads.
- Superior sew-ability on both manual & automatic machines with minimum interruption-fewer restitched seams.
- Excellent stitch formation with clean seam appearance.
- Helps to minimize open seams and Seam Failures.
- Helps to minimize broken and cut stitches after finishing.

APPLICATION

- Denim
- Fine Blouses
- Outdoor Performance
- Woven Outerwear
- Fashion Jacket

PRODUCT RANGE

Composition	Count Range
100% Poly	10s - 47s

ABY FIRESAFE

ABY FireSafe Yarn is a depiction of our consistent efforts towards High Performance and Consumer Safety. Our FireSafe yarn is a 100% viscose yarn produced using inherent FR viscose fibre and is highly recommended for uses in Mattress products. Fabrics made with FireSafe yarn adhere to the globally accepted standard of OEKO-TEX 100 platform.

PRODUCT RANGE

Composition

Viscose FR 100%

Count Range

6s - 16s

FEATURES

- Permanent Flame Retardant
- Free from Antimony
- Free from topical FR finishes
- Does not contain PFAS finish
- Natural and soft
- Smokeless & environment-friendly fibre

APPLICATION

- Mattress Ticking
- Knitted top cover for mattress



Durashine

Aditya Birla Yarn produces different type of specialty yarn including technical fibres for high-end applications. Presenting Durashine™ a branded pigment dyed acrylic fibre from Birlacril™, for weather-resistant and attractive outdoors. By using Durashine™ you can ensure excellent colour fastness to sunlight, durability to mechanical or chemical weathering and resistance to UV radiation. ABY produces a wide range of hues, each customizable as per requirement. In short, a perfect product for outdoor all-weather applications. Durashine™ is produced with a special wet spinning process, a technology that imparts excellent colour retention and strong weather resistance to any fabric made out of it.

FEATURES

- Long-term strength and durability.
- Colour fastness to rubbing.
- Resistant to mechanical abrasion
- Excellent light fastness.
- Superior UV Protection.
- Colour Fastness to action of alkalis and acids.

APPLICATION

- Awnings
- Sun Umbrellas
- Outdoor Furniture & Upholsteries
- Marine Exterior & decorative

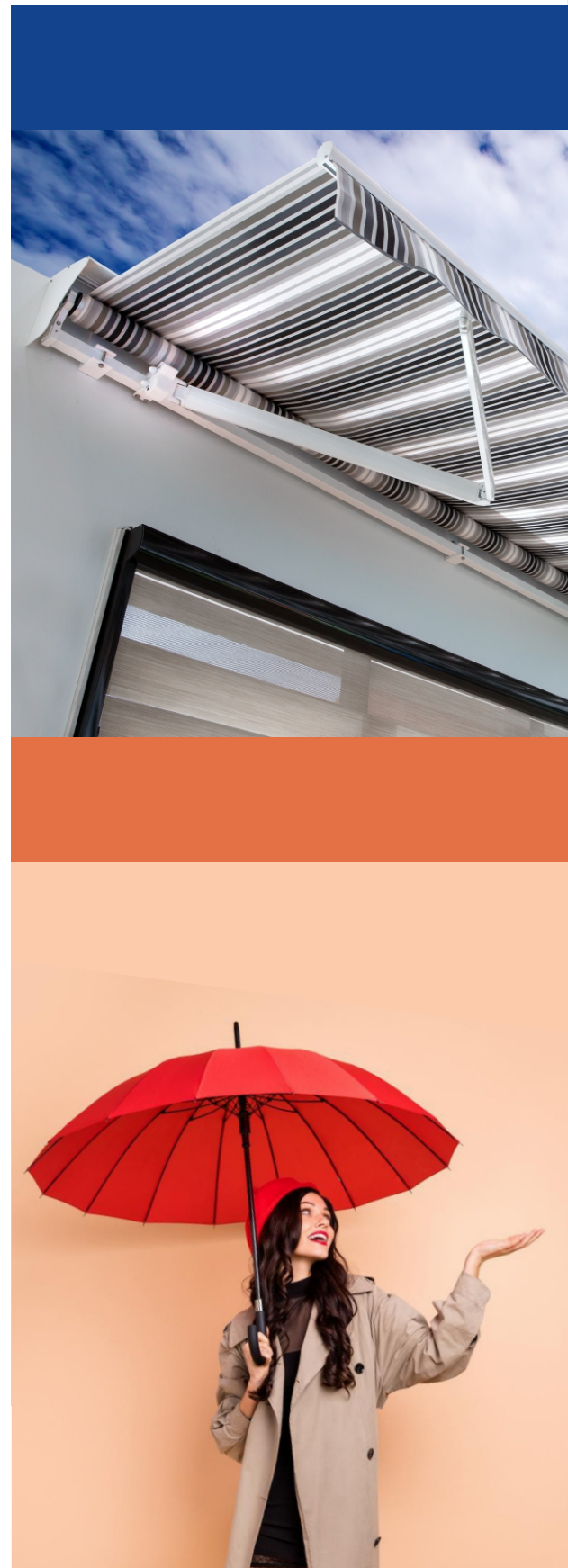
PRODUCT RANGE

Composition

100% Acrylic NB
(Pigment Dyed) Durashine™

Count Range

20s - 30s





ABY ANTIMICROBIAL POLY

Most microbes thrive in places with high moisture and heat, thus make sweat an ideal destination for them. ABY™ Antimicrobial Poly Fresh helps to ensure round the clock freshness. With the finest form of silver dispersed inside the yarn, ABY™ Antimicrobial Poly Fresh endowed with many properties and features. Primarily, it is antimicrobial and thus inhibits the growth of the microbes and also it prevents odor from perspiration. This is because sweat itself is odorless. But microbes from our surroundings and on our skin, come in contact with sweat. That's when volatile and pungent odors are released and our clothes start to smell or stink. ABY™ Antimicrobial Poly Fresh provide significant reduction in microbial growth and will also lead to odor reduction, better protection against discoloration and degradation of the fabrics.

FEATURES

- Long Lasting Antimicrobial Effect
- Anti Odor
- No Leaching Effect on Skin
- High Wash Durability

APPLICATION

- Active wear & sportswear
- Socks & undergarments
- Sheetings, bed spreads & upholstery
- Carpets
- Formal Wear
- Denim

PRODUCT RANGE

Composition

Count Range

Antimicrobial Poly Fresh Blends with Normal Poly

10s - 40s

Antimicrobial Poly Fresh Blends with Cotton

10s - 40s

Antimicrobial Poly Fresh Blends with Viscose

10s - 40s

Antimicrobial Poly Fresh Blends with Linen

10s - 40s



Aditya Birla Yarn 2023 Participations

yarnexpo

SHANGHAI, AUGUST 28TH - 30TH

techtextilINDIA

MUMBAI, SEPTEMBER 12TH - 14TH



yarnexpo

Yarn Expo was held at the National Exhibition and Convention Center in Shanghai. We, Aditya Birla Yarn are delighted to have participated in this exhibition from the 28th to the 30th of August. We had the opportunity to showcase our range of products.

Among the highlights of our collection were Regel, PBT Delight, Heat Trap, Ecopoly, Requtun, and many more. Each of these collections we thoughtfully crafted to provide different quality, style, and functionality, catering to diverse preferences and needs.





Techtextil India was held at the Pavilion 2 & 3, Jio World Convention Center (JWCC) in Mumbai. We, Aditya Birla Yarn are delighted to have participated in this exhibition from 12th to 14th of September. We had the opportunity to showcase our range of Technical Textile products. Among the highlights of our offerings were ABY PROTECH yarns, ABY MEDTECH yarns, ABY HOMETECH, ABY INDUTECH, ABY SPORTTECH and many more. Each of these is crafted to offer varying qualities and functionalities, addressing diverse preferences.

