



ADITYA BIRLA GROUP

**ABY™**

Spinning Excellence Since 1969



Q1 2021  
APRIL - JUNE

# ABY™ NEWSLETTER VOL 15

## CONTENT :

- 1 MESSAGE FROM THE DESK OF CMO
- 2 NEW PRODUCT
- 3 DIGITAL PRODUCT LIBRARY
- 4 COVID-19 HIGHLIGHTS

### ABY™ Manufacturing Plants :



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



**THAILAND**  
Indo Thai Synthetics Co. Ltd



**GERMANY**  
Spinnerei  
Lampertsmühle GmbH



**SLOVAKIA**  
Spilatex, s.r.o.

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## MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Valued Customer Partners,

First, I wish this newsletter finds you all in good health and a positive mind-set. The COVID-19 situation continues to affect the globe but the last quarter has seen significant improvement in the situation in many parts of the world notably USA and Europe. However, many other parts of the globe are still affected with the so-called delta variant but increased vaccinations and improvement in masking & social distancing are showing good results and the same is reflecting in the improved business sentiment also.

June onwards, Indonesia & Thailand, our main production bases have had increasing cases but we, at ABY™, have kept the safety and security of the workers & staff paramount. Strict guidelines are followed inside the factory premises and no external visitors are allowed without testing. Vaccination camps are also being held to keep the employees safe.

Despite such challenges, we are proud to say that through detailed planning & execution and complete support & cooperation from all employees, we have not had a single day off at any of our factories. We have managed to execute your orders on time, with some minor exceptions. Going ahead, we have laid out the plans so that the same momentum will continue in this quarter too and we will ensure you get your goods on time, which in turn will let you service your customers on time.

I do have to mention the absolutely absurd high freight situation, which is affecting all trade globally and seems to have no end. We have strengthened our negotiation process with liners to ensure best possible freight & service but unfortunately, we have had to pass on some of the impact to you. We hope for an early return to sane freight rates and request you understanding till then.

I would like to thank you all for your continued support and patronage to us and you have stood with us as a true value partner and helped the company to cope up with this situation. With your support, we continue our journey adapting to the "new normal" of work-from-home, remote meetings, lack of travel and online visitations. We realize that the pre - 2020 situation may never return so have adapted technologies to cut cost and optimize processes so we can thrive in the post-covid world. We are living in a very dynamic world and our company have adapted to all kinds of challenges.

In the pursuit of our adding more value to our products & services and forward journey to digitalize our new product samples, we are highlighting some wonderful product ideas here to with you and which please share among your customers too. We have focused this time on comfort, performance and aesthetic appearance in final end products made out of these new yarns. I am sure you will appreciate this new e-mailer and share your feedback for further improvement. We will continue to bring more innovative products online via mail and social media in order to create more business opportunity and widen our width of engagement with you.

We wish everyone the best of health & happiness.

Warm Regards,

Anupam Dikshit

Chief Marketing Officer



## NEW PRODUCT

At ABY™, we constantly endeavouring to develop innovative product offerings to respond the changing consumer requirements and to stay ahead in competitive global market. This newsletter highlight some wonderful product ideas where the focus on attributes like comfort, performance aesthetic appearance and warmth retention in order to cater market requirements of Autumn-Winter season.



### **ABY™ Comfort Stretch - Corn based sustainable Sorona bi-component fiber from Dupont**

With excellent stretch, elastic recovery and no distortion by heat, ABY™ Comfort Stretch yarn overcomes the problems of dyeing fastness, durability and chemical weakness etc., which normally are associated with Spandex. Fabrics made of ABY™ Comfort Stretch yarns have special advantages of easy care, excellent fitting, better comfort, lower shrinkage during washing or ironing, good dyeing fastness and over and above rapid absorbing and drying of water or sweat from the skin.

The yarn made of bi-component polymer in combination with other fibres exhibits special attributes during processing of the fabric. It behaves as normal ring spun yarn until weaving/knitting. The yarn has advantages over Spandex that it doesn't require core spinning or up-twisting and is workable at broad width high speed looms with better productivity. It eliminates problem caused by Spandex covered yarns like exposure of spandex on fabric surface and has no restriction in fabric design that means stretch fabrics now are possible in structures like plain, twill and satin etc.

Processing of ABY™ Comfort Stretch yarns are easy and cost effective as compared to spandex covered yarns. Dyeing process is easy with good dyeing fastness & can be dyed with standard disperse dyes used for regular polyester. No effect of strong alkali or chlorine on ABY™ Comfort Stretch yarns which usually is a cause of worry in case of Spandex yarn. The fabric remains stable during heat shrinkage thus no special care required during washing and ironing. No possibility of causing width variation in final fabric made out of ABY™ Comfort Stretch yarns during any dry or wet heating process which frequently occurs in case of fabrics made of spandex yarns.

Applications: Dress materials, Uniforms, Denims, Scarves, Active wear, Socks, Sweaters, Intimate apparels, under wears etc.



**ABY™ Heat trap -  
Micro Pilbloc™ -  
Viscose blended yarns  
for heat retaining,  
light weight and warmer comfort**

Consumer preference has changed with time and they are looking for light weight thermal wear. ABY™ came up with an innovative solution where Anti-Pilling micro denier acrylic fiber blended with viscose, generates heat and keeps the wearer warm and comfortable in bitter winter cold. It's a proven technology by Japan.

ABY™ Heat trap yarns have relatively low heat conductivity when compared with Cotton blended yarns and keep you warm. They are made up fibres finer than cashmere, Egyptian cotton and feels very soft and smooth to touch. Fabrics made with these yarns can be dyed at various beautiful colors and is suitable to create new fashion style.

Applications: Women Knits wear, Intimate apparel, Children knits wear, Underwear, socks, scarves.



**ABY™ Hairy Yarns -  
Worsted look  
with exclusive blend of  
dope dyed Acrylic and Viscose**

ABY™ Hairy yarns have an appealing hairy effect like wool without using any animal fibres. They are an exclusive blend of dope dyed acrylic and viscose fibres. Fabrics made out of these yarns don't need subsequent dyeing & thus savings in energy, water, low production lead time and less effluent load. They provide warmth and softness that you won't be able to keep your hands off.

Applications: Ladies tops, Shawls, Muffler, Sweater, Sweatshirts, Winter Cap, Cardigans

# DIGITAL PRODUCT LIBRARY :

**8<sup>TH</sup> EDITION - VAP  
VOL. 4 2021**



The Aditya Birla Yarn Company remains at the forefront of developing new manufacturing technologies for yarn. We work at all stages of the yarn manufacturing pipeline, developing new processes and creating new product which are both innovative and aimed at adding value to create new responsible opportunities.

We are excited to present you with our latest DIGITAL PRODUCT LIBRARY: **8<sup>TH</sup> EDITION – VAP VOL. 4 2021** by clicking to the link :

<https://vap4.adityabirla-yarn.com>

ABY™ Snow provide an ease of processing by a selection of single shade or cross shade dyeing and ultimate enhances the visual and textural properties like Snow in the fabric.

ABY™ Style yarns are crafted with a combination of spin technology and the difference in dyeing attributes of various fibres, to develop an excellent, fancy effect in the fabric.

While ABY™ Wool Touch yarns have appealing hairy effect like wool and they provides warmth and softness that you won't be able to keep your hands off.

Aditya Birla Yarn, a yarn of infinite potential to shape a positive future!.



# COVID-19 HIGHLIGHTS

The covid-19 pandemic has created a truly unprecedented situation which affects us all. Our hearts go out to anyone who's been impacted by the virus, either directly or indirectly. During this time, we want to reach out and update you on how we are approaching the situation at Aditya Birla Yarn.



Like most organizations, we are doing our best to secure the health and well-being of our employees and their families. Our employees have been strongly encouraged to minimize their travel and work from home. With many already used to working flexibly, this shift has fortunately been relatively smooth, and we believe should have little impact on our ability to deliver you the best service. We are operating just as normal. We are also asking our teams to work with their customers through digital channels as much as possible, an area where we are currently developing and providing new solutions for online events, for our own and for our partners.

Steps and new measures we have taken to continuously prepared for what's coming over during the ongoing pandemic :

- Socialization of COVID 19 Prevention
- Improve awareness with regular training, display and banner
- Contact tracing to employee with COVID 19 closed contact case as per government regulation
- Provide facilities to prevent transmission of COVID 19 (Mask, Hand Wash, Hand Sanitizer, Disinfectant Spray)
- Early assessment to prevent COVID 19 (checking body temperature to all employee and visitor, visitor should showing rapid test before come to plant)
- Safety observation (PPE monitoring, UA & UC, etc.)
- Vitamins Distribution to all employee
- Rapid Antigen Test
- Installation of Digital Wall Mounted Temperature Meter

