

# ABY™ NEWSLETTER VOL 19 | 2022



## ABY CONSCIOUS FASHION

Fashion Developments With A Purpose

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MESSAGE FROM  
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ABY™ PRODUCTS

### 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,

Trust you are all doing well. I thank you all who have shared their valuable feedback on our previously published newsletter. It gives me immense amount of pleasure to share with you all the latest edition of Quarterly Newsletter, Conscious Fashion.

The 2<sup>nd</sup> edition of Conscious Fashion talks about our innovations for Autumn Winter '23 season which are gaining popularity and have been admired by all our value chain partners. One of the most liked innovations include our range of **ABY Heat Trap** Yarns which is made using unique Pilbloc™ fiber. Known for its soft touch, thermal insulation property and low pilling attribute, ABY Heat Trap is high in demand product for light weight thermal wear articles.

**ABY Eco Hairy** is yet another popular product amongst our customers and brands which prefer using Sustainable acrylic fiber. Known for its unique Gel-Dyed Technology, Radianza™ fiber is the major component of our Eco-Hairy Yarns which are gaining traction in Sweater applications.

**ABY ReQutun** yarn is our another important invention which is made using recycled cotton fiber and is the future of Truly Sustainable Textile materials. ReQutun truly abides by the principle of Circular Economy.

One of the most sustainable Acrylic fibre based yarns is our latest launch of **ABY ReGel™** which is made using recycled acrylic fiber. ReGel is a one of its kind recycled acrylic fiber which has more than 50% pre-consumer recycled content.

We then have **ABY Wool Touch** which represents our truly innovative yarn developments. Wool Touch is a unique all-season product offering you the comfortable Wool like touch and feel but without any wool fiber.

Last but not the least is our latest launch of **ABY PBT Delight** yarns. Made using the special PBT filament yarn, PBT Delight is a novel technology yarn gaining popularity in Sweater and other applications.

I am also happy to share that ABY will be participating in the upcoming Istanbul Yarn Fair Exhibition in Feb 2023. In this show, we will be showcasing our latest yarn innovations for Spring Summer 24 and we hope to see you in our booth.

Thank you once again for being a continuous business partner. I am sure Conscious Fashion will further strengthen our association together and make it more engaging.

Wishing you all and your loved ones a Merry Christmas and a Happy, Healthy & Prosperous New Year.

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



## ABY™ HEAT TRAP

ABY™ Heat Trap is another innovative solution where special low pilling micro denier acrylic fibres blends with viscose, generates heat and keeps the wearer warm and comfortable in winter cold. ABY™ Heat Trap Yarns have relatively low heat conductivity compared with cotton blended yarns and keep you warm.

They are made up of fibres finer than cashmere, Egyptian cotton and feels very soft and smooth to touch. Fabrics made with these yarns can be dyed with various beautiful colours and is suitable to create new fashion style.

### FEATURES

1. Light Weight Heat Retaining Thermals
2. Bright Colors
3. Ultimate Soft & Smooth Touch
4. Low Pilling

### APPLICATION

1. Innerwear and Base Layer
2. Thermalwear Underwear
3. Sweaters and scarves
4. Socks
5. T-shirts and Tops

### PRODUCT RANGE

#### Composition

Blends of Special Acrylic & Viscose

Blends of Special Acrylic with Micro Modal

Blends of Special Acrylic with Modal

Blends of Special Acrylic Excel

#### Count Range

10s - 40s

10s - 40s

10s - 40s

10s - 40s

# ABY™ ECO HAIRY

ABY™ Eco Hairy yarns have an appealing hairy effect like wool without using any animal fibres. They are an exclusive blend of Radianza™ gel dyed acrylic and special viscose fibres. Fabrics made out these yarns do not 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 hand off. Multiple fashionable styles can be created by using different gel dyed acrylic fibres.



## FEATURES

1. Hairy Effect as Natural Wool
2. Keeps You Warm
3. Comfortable to Skin
4. Excellent Color Fastness
5. Sustainable & Eco-Friendly

## APPLICATION

1. Ladies Top & T-shirts
2. Winter Cap
3. Shawls
4. Sweater
5. Sweatshirts

## PRODUCT RANGE

### Composition

Radianza Black Acrylic 85%  
Special Viscose 15%

### Count Range

10s-30s

Radianza Brown Acrylic 85%  
Special Viscose 15%

10s-30s

# ABY™ REQUTUN

We have adopted Sustainability as a part of our DNA at Aditya Birla Yarn. Our latest development of ABY™ ReQutun yarns showcases our commitment towards our drive for closing the loop of lifecycle of a product. ReQutun yarns are the recycled cotton blended yarns and a reflection of ABY's yet another progressive step of minimizing waste generation by re-using cotton waste. The recycled cotton is majorly the pre-consumer waste and includes the scraps created by yarn and fabric by-products. This also helps in diverting such cotton waste from going into land-fills and hence reducing the impact of discarded waste products on environment.



## FEATURES

1. Soft Handle
2. Superior Strength
3. Breathable
4. Durable

## APPLICATION

1. Woven and Knitted Apparel
2. Home Textiles

## PRODUCT RANGE

### Composition

### Count Range

Cotton / Recycled Cotton Melange

10s-30s

Cotton / Recycled Cotton

10s-30s

Cotton / Recycled Cotton / Recycled Poly Triblend

10s-30s



## ABY™ REGEL

Regel™ fibre is an attempt to solve the problem of “waste generation & waste management” in our industry that has been highlighted by a process of extensive feedback from brands, retailer and our value chain customers. Regel™ is an acrylic fibre that is made by recycling acrylic waste. Regel™ fibre is a GRS certified acrylic fibre, manufactured with an authentic and intimate chemical recycling process which ensures that it has similar features and benefits as conventional acrylic fibre like warmth, comfort and vibrant shades.

### FEATURES

1. Acrylic fiber made by recycling waste generated during textile process
2. Preserves all the properties of acrylic thermal comfort, Natural Hand-feel, Vibrant shades etc.
3. Fully traceable from waste to retail

### APPLICATION

1. Woven & Knitted Apparel

### PRODUCT RANGE

#### Composition

#### Count Range

Regel Acrylic 100%

Ne 10s - Ne 40s

Regel Acrylic / Viscose blends

Ne 10s - Ne 40s

Regel Acrylic / Modal blends

Ne 10s - Ne 30s

Regel Acrylic / Cotton blends

Ne 10s - Ne 30s

Regel Acrylic / Poly blends

Ne 10s - Ne 40s

# ABY™ WOOL TOUCH

ABY™ Wool Touch Yarns are an exclusive blend of special viscose and polyester fibers. They mimic the appearance and feel of real wool yarn without using any animal fibers and they give the fabrics the drape and finish like wool. At a first glance these type of yarns are hard to differentiate from original wool, even to trained eye.

They have inherent durability, superior quality and are perfect for high mileage wear all day garments and they provide warmth and softness that you won't be able to keep your hands off. Wonderfully soft and available in a range of fashionable effects.

## FEATURES

1. Unique Blend
2. Wool Like Hairy Effect
3. Soft & Comfortable
4. Easy Care

## APPLICATION

1. Knit Apparel

## PRODUCT RANGE

### Composition

Polyester 65% - Viscose 35%

Polyester 80% - Viscose 20%

### Count Range

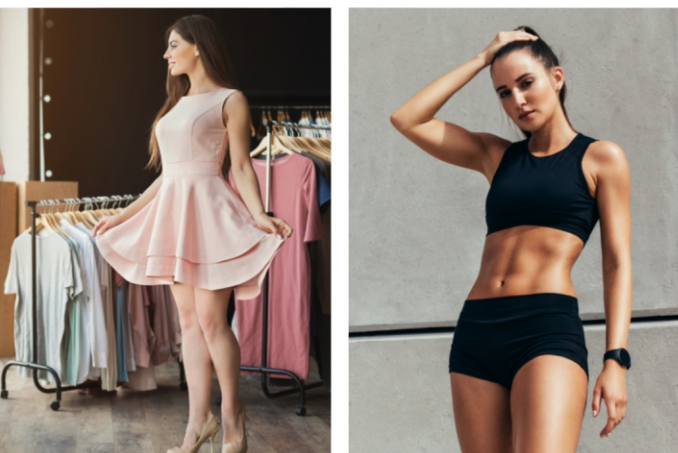
Ne 10/1 to 24/1

Ne 10/1 to 30/1



# ABY™ PBT DELIGHT

Consistent Innovation is a constant at ABY and the launch of PBT Delight Yarns is yet another proof of our continuous quest for developing new products which are built on the principles of Innovation & Consumer delight. These uniquely designed PBT Delight yarns from ABY are offered in Superior Core Spun Yarn Technology as well as the Novel-technology Twisted yarns. The diversified possibilities of making special PBT filament at Core in combination with staple fibre blends on sheath of the yarn showcases ABY's flexible and state-of-the-art production infrastructure. These yarns recommended for Sweater knits are gaining popularity and preferred by all fashion brands globally. PBT Filament yarns twisted with spun yarns is yet another range of product under ABY's PBT Delight yarns. Latest in demand, these twisted yarns are suitable for your Denim range along with various other woven apparels.



## FEATURES

1. Softness
2. Stretch and shape recovery
3. Flexibility
4. Easy Care

## APPLICATION

- |                         |                |
|-------------------------|----------------|
| 1. Denim                | 5. Dress       |
| 2. Sweater              | 6. Shawl & Hat |
| 3. Sweatshirt / Hoodies | 7. Jacket      |
| 4. Pullovers            | 8. Sport Wear  |

## PRODUCT RANGE

### Composition

Blends of PBT & Rayon

Blends of PBT & Rayon & Nylon

Blends of PBT & Acrylic

Blends of PBT & Acrylic & Nylon

### Count Range

10/2s - 30/2s

10/2s - 30/2s

10/2s - 30/2s

10/2s - 30/2s